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AUTHOR	Nadel, Aaron B.
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ABSTRACT

Selected data tabulations were extracted from a Human Resources Research Organization (HumRRO) Consulting Report summarizing the results of three national surveys of attitudes of youth toward military service. Data from the fourth survey were added to complete the two year series of surveys so far available. The period covered included the two years of 1971-1972, with field surveys accomplished by Gilbert Youth Surveys Inc., and data anlaysis by HumRRO. The present report selected data from various tabulations, converted these data into graphic form, with certain few exceptions, and presented the data in a format believed useful to manpower management. Three factors regarding achievement of personal career goals in the military that showed a fairly stable response pattern over the four surveys were: opportunities for a secure and steady job; adventure and excitement; recognition or status. Two features, in particular, that encouraged enlistment were the opportunity for travel and paid college education. Enlistment incentives are identified as to age, race, and education status. The image reflected by a particular branch of the service has been surveyed according to a variety of variables. (Author/EA)

ED 095394

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Report MR 73-4

MANPOWER DEVELOPMENT RESEARCH PROGRAM

Attitudes of Youth Toward Military Service

Selected Data From Four Surveys
May 1971 to November 1972

Manpower Development Division
Air Force Human Resources Laboratory

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Office of Assistant Secretary of Defense
Manpower and Reserve Affairs
Directorate for Manpower Research

ED 095394

ATTITUDES OF YOUTH TOWARD MILITARY SERVICE

SELECTED DATA FROM FOUR SURVEYS
MAY 1971 TO NOVEMBER 1972

Prepared For:

OFFICE OF ASSISTANT SECRETARY OF DEFENSE
(MANPOWER AND RESERVE AFFAIRS)

Approved for public release; distribution unlimited.

15 JUNE 1973

PREPARED BY
AARON B. NADEL

MANPOWER DEVELOPMENT DIVISION
AIR FORCE HUMAN RESOURCES LABORATORY
AIR FORCE SYSTEMS COMMAND
ALEXANDRIA, VIRGINIA 22314

INTRODUCTION

Four cross-sectional surveys were administered during the two-year period 1971-72 to national samples of American male youths to ascertain their attitudes towards military service. The time period was extremely important to military manpower policy makers and recruiters as it coincided with the period of transition to an All-Volunteer Force, initiated officially 1 July 1972. Further, there was concern about youths' attitudes at a time when events were occurring: a) a lowering of draft calls, b) reduction of troop levels in Vietnam, and c) an increase in bombing in North Viet Nam. In addition, the November 1971 interviews were held after Army initiated an advertising campaign announcing the increased pay allowance to servicemen. June 1972 interviews were done concurrently with an Army announcement offering a new combat arms enlistment bonus.

The four surveys were conducted by Gilbert Youth Research, Inc., of New York City. Study samples were drawn from a national probability sample of Youth composed of a master primary sample of resident college students, a master sample of the general population (other than college residents) used to reach youth residing at home, and a special high school sample.

Personal interviews were conducted with each sample of male civilian youth, aged 16 through 21. Identical questionnaires were used in the May 1971 and November 1971 interviews, except for one new item in November on willingness to join as an officer. New items were added to the June 1972 questionnaire to assess the impact of potential enlistment incentives and bonus options. These items were repeated in the November 1972 questionnaire.

Sample responses in each survey were weighted to the national population of civilian youth, by geographic region, and by age within school status.

Data analyses were performed by the Human Resources Research Organization (HumRRO) using the data and initial tabulations developed by Gilbert Youth Research. The completed reports containing analyses of data, tabulations and discussions of the first three surveys are available in the Directorate of Manpower Research (MR&U), OASD(M&RA). A Consulting Report containing the trend analyses for the first three surveys, prepared by HumRRO, is also available in the Directorate of Manpower Research.

The present document is designed to furnish military manpower management with a picture of the trends in the attitudes of male youth towards military service as they occurred over the two-year period. This report does not touch upon each item in the questionnaires. It is selective in nature, and has chosen those items believed to be particularly meaningful to the reading audience.

Charts and tabulations contained herein are presented to show trends, covering in each case, the four independent surveys. The exceptions to this pattern are few, and include several items dealing with enlistment incentives and potential bonus options. These items were initiated in the June 1972 survey and repeated in the November 1972 survey.

In the material that follows, each chart is accompanied by a short descriptive statement highlighting the features of that chart.

The source of the data used in this document is a HumRRO Consulting Report entitled: Attitudes of Youth Toward Military Service: Results of National Surveys conducted in May 1971, November 1971, and June 1972, numbered CR-07-72-30, prepared for the Office of the Assistant Secretary of Defense (Manpower and Reserve Affairs). Data from the November 1972 survey were extracted from unpublished materials. Each figure contains a footnoted entry, e.g., Table IV-2, which refers to the data source in the Consulting Report.

SECTION 1

The data in this section deal with the attitudes of youth toward the military and military careers. The data elicited reflect the attitudes towards a military career that are especially appealing to youth. These data are contained in Figures 1 and 2.

When the Military Services must compete in the open market for the services of American Youth, it is helpful to know whether the young men are interested in a military career and, more specifically, how they feel about achieving their personal career goals in the military.

Selecting the career goals they believe most attainable in the Military Services, approximately 40% of American Youth believe the military provides opportunity for a "secure, steady job" (Figure 1). A similar 40% indicate they can expect "adventure and excitement" in the military. A slightly lesser total, averaging around 37% for each survey, believe that association with the military will give "recognition or status". All three of these factors showed a fairly stable response pattern over the four surveys. A fourth factor, "doing challenging work", did show a small but increasing trend over time. Expectation was not as high as the aforementioned factors, but sufficient to warrant positive support.

FIGURE 1

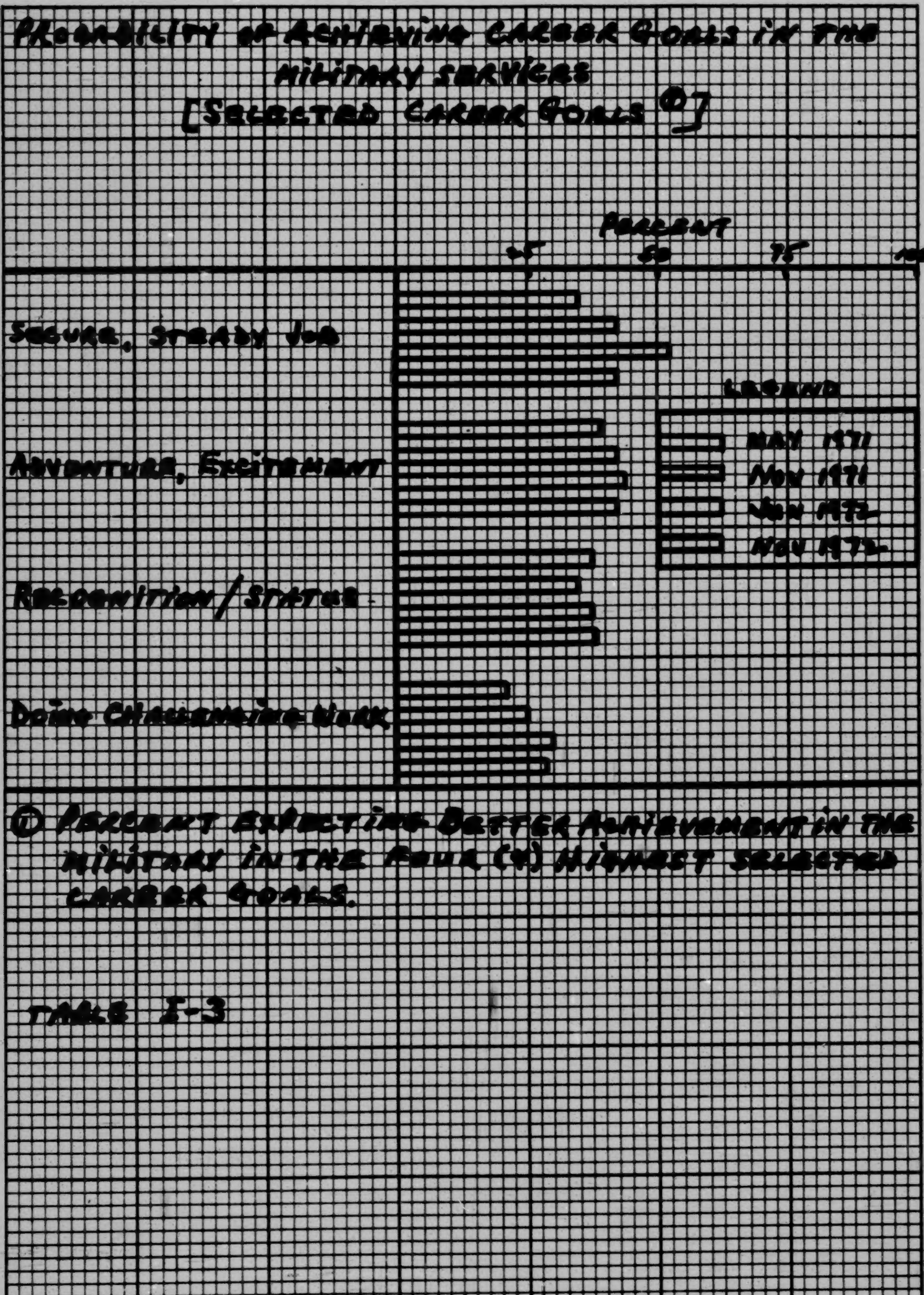
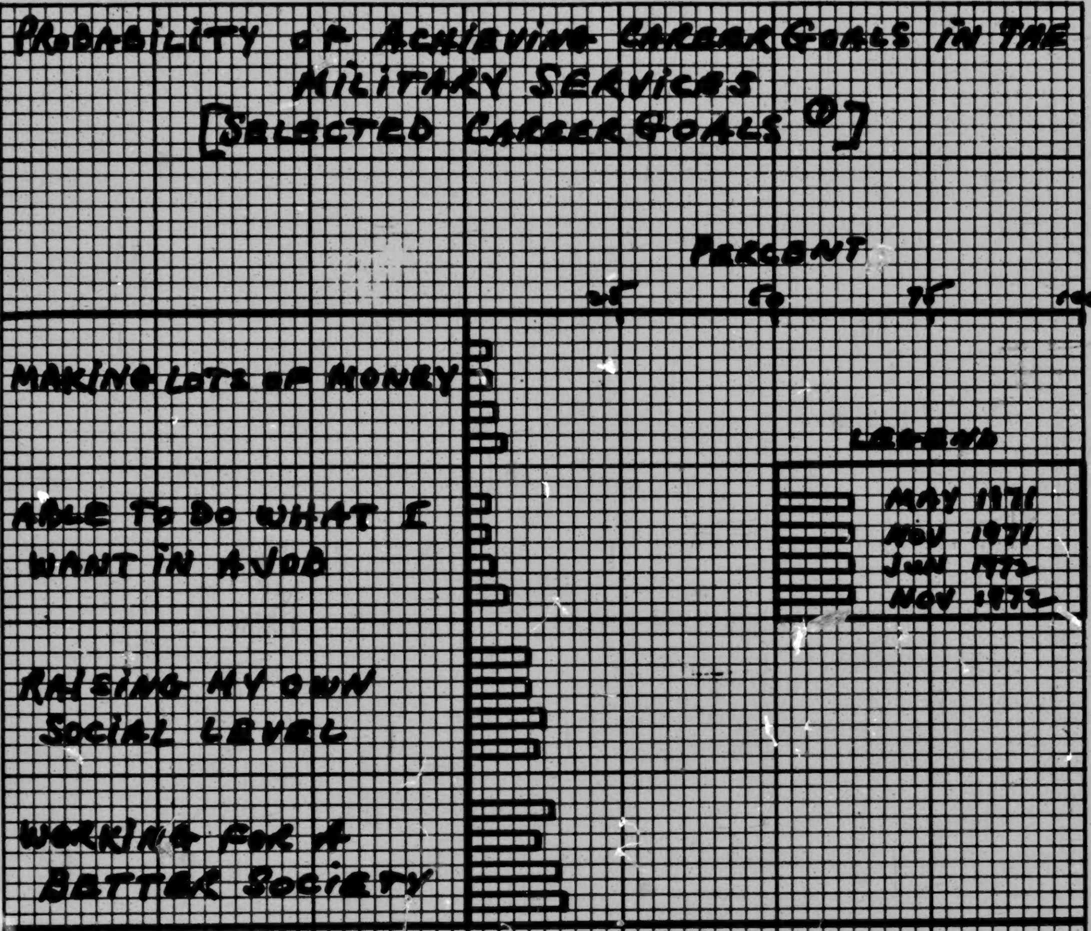

PROBABILITY OF ACHIEVING CAREER GOALS IN THE MILITARY SERVICES
[SELECTED CAREER GOALS ①]
PERCENT
25
50
75
100
SECURE, STEADY JOB
ADVENTURE, EXCITEMENT
RECOGNITION/STATUS
DOING CHALLENGING WORK
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972
① PERCENT EXPECTING BETTER ACHIEVEMENT IN THE MILITARY IN THE FOUR (4) HIGHEST SELECTED CAREER GOALS.
TABLE I-3

Figure 2 indicates the attitudes of Young American males on the likelihood of achieving the four least preferred career goals in the military. They are fully aware that one will not "make lots of money" or be "able to do what I want in a job". However, a slightly larger percentage believes it feasible to "raise my own social level". Surprisingly, a small but continuing increase in trend indicated that one could be "working for a better society" in the military. The other three factors showed very small increments over the four surveys.

FIGURE 2



PROBABILITY OF ACHIEVING CAREER GOALS IN THE MILITARY SERVICES
[SELECTED CAREER GOALS ①]

① PERCENT EXPECTING BETTER ACHIEVEMENT IN THE MILITARY IN THE FOUR LEAST SELECTED CAREER GOALS.

TABLE I-3.

SECTION 2

Attitudes can provide information indicative of prospective action. The data in this section are described to reflect the probability of American Youth volunteering for military service. Probability data are shown in relation to various characteristics of the sampled population. These data are contained in Figures 3 through 7.

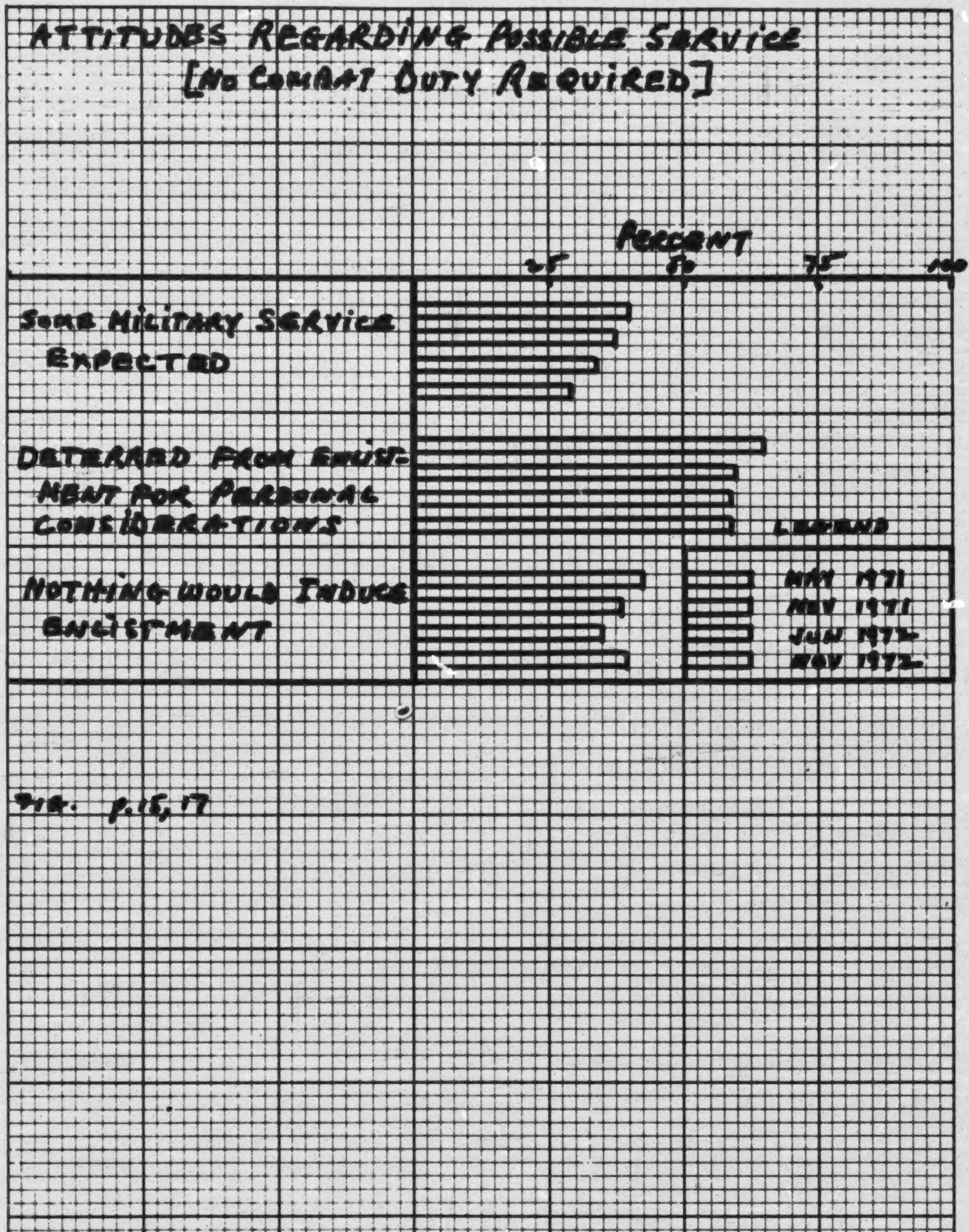
The All Volunteer Force depends largely on the willingness of Young American males to enlist in the regular forces of the Military Services. Despite the relatively substantial manpower resource available in our population, attitudes towards enlistment are frequently influenced by a number of external events and personal concerns. The use of attitude surveys on a recurring basis offers many advantages in the monitoring of young people's attitudes, especially with regard to military service. Various levels of prospective behavior can be gauged from such surveys, both for the specific moment in time, and as they may progress over time.

Of particular concern are the attitudes of young men who evidence a positive interest in military service under no draft conditions. What expectations can the Department of Defense have about its ability to meet manpower requirements at present and over the next few years?

To determine potential resources for an All Volunteer Force, young men were queried on their attitudes regarding possible service at some time. Figure 3 indicates a decreasing trend totalling eleven percentage points across the four surveys. This decrease may well be associated with outside events such as a decrease in draft calls and in activity in Viet Nam.

Negative attitudes towards serving were substantial, yet they appeared to show the beginning of a very slight but noticeable decreasing trend.

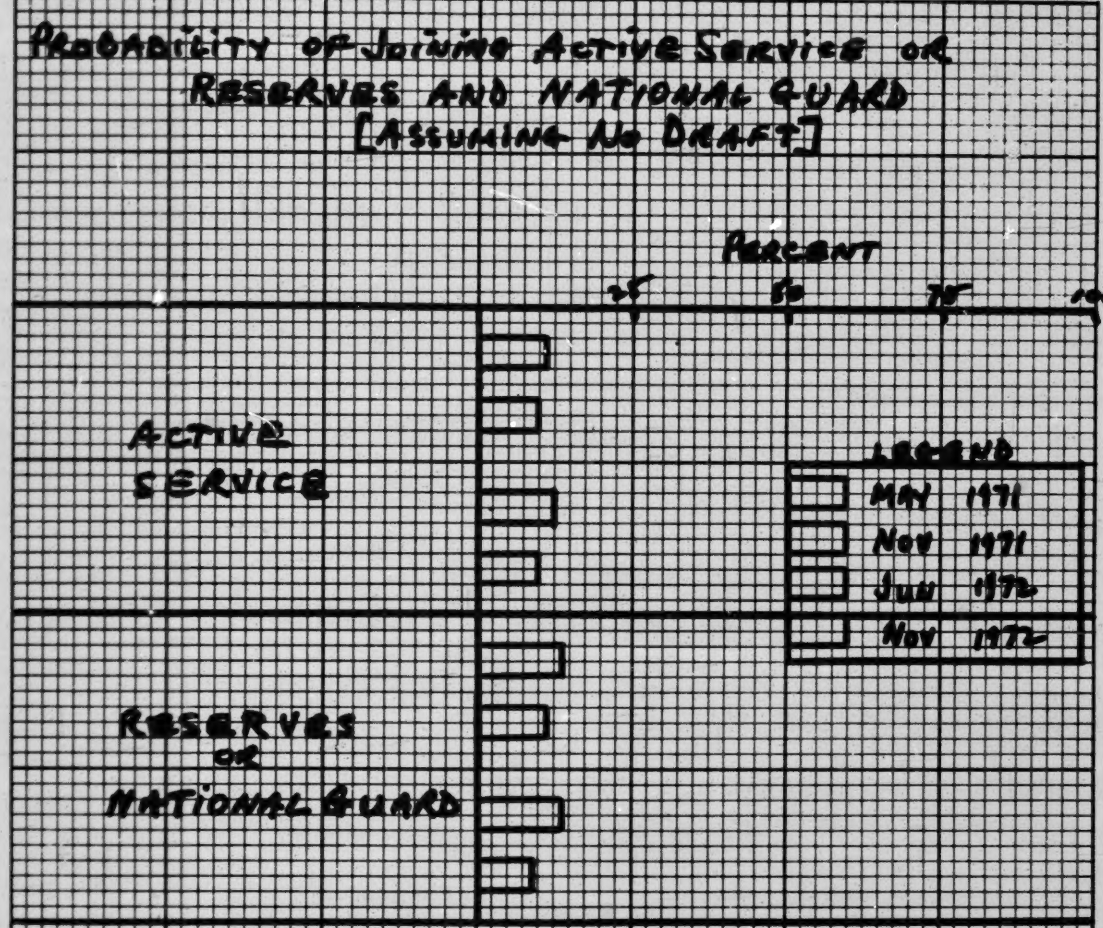
FIGURE 3


ATTITUDES REGARDING POSSIBLE SERVICE
[NO COMBAT DUTY REQUIRED]
PERCENT
25
50
75
100
SOME MILITARY SERVICE EXPECTED
DETERRED FROM ENLISTMENT FOR PERSONAL CONSIDERATIONS
NOTHING WOULD INDUCE ENLISTMENT
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972
0
Fig. p.15, 17

The probability of volunteers enlisting for the Active Service or Reserves showed an interesting cyclical phenomenon. Figure 4 shows small but steady percentages, higher in the Spring surveys, slightly lower in the Fall surveys. The pattern is stable, and hovers in the vicinity of 10% - 12%, depending on the season. Doubtless, this cyclical factor is associated with the nearness of high school graduation.

It is also noteworthy to observe that there is very little difference between the figures favoring active service or reserves (or National Guard) enlistment.

FIGURE 4

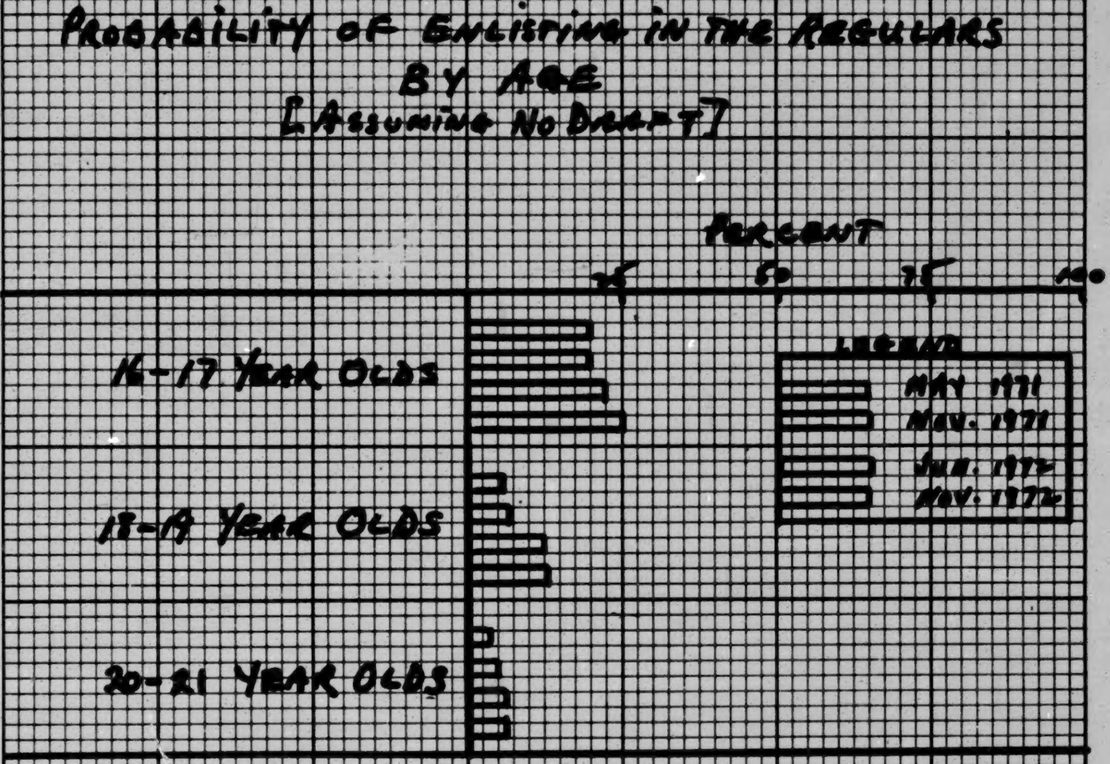


PROBABILITY OF JOINING ACTIVE SERVICE OR RESERVES AND NATIONAL GUARD [ASSUMING NO DRAFT]

FIG. p.42, p.92

In examining the attitudes of youths to ascertain the likelihood of their enlisting in the active service, by age, we find a very slight but definite increasing trend over time for each age category indicated. This trend is shown in Figure 5. It is also evident that the younger men show more positive attitudes about potential service, as the probability for enlisting decreases with increasing age within the range of 16 to 21 years of age.

FIGURE 5

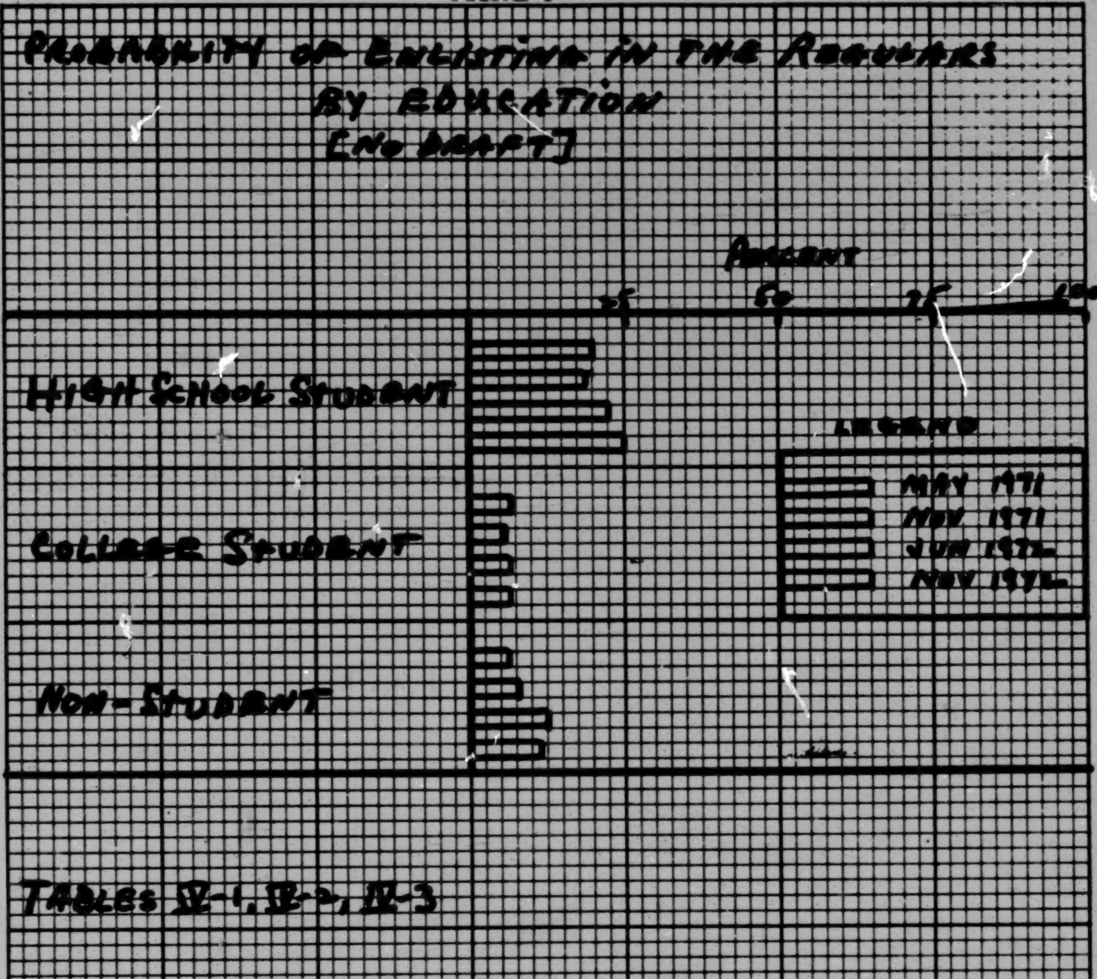


PROBABILITY OF ENLISTING IN THE REGULARS
BY AGE
[ASSUMING NO DRAFT]

TABLES IV-1, IV-2, IV-3.

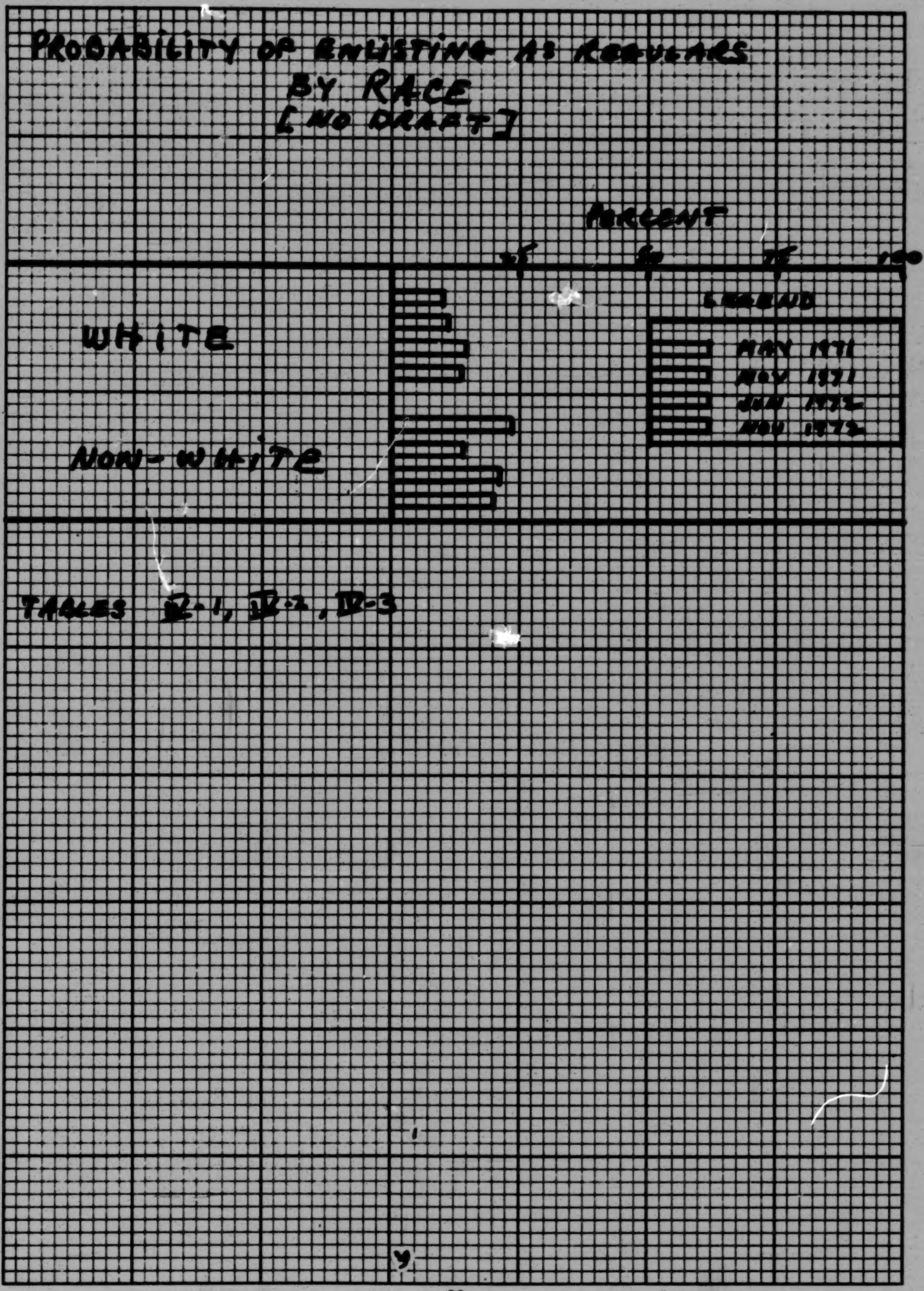
Figure 6 presents the data on the probability of enlisting in the regular force by education status. The trend for high school students shows a slight increase over the four surveys, whereas the college student is essentially static, showing no change in time in either direction. The non-students, however, do show an increasing trend that may have stabilized by the November 1972 survey. For the present, the high school student offers the best potential resource for military manpower.

FIGURE 6


PROBABILITY OF ENLISTING IN THE REGULARS
BY EDUCATION
[NO DRAFT]
PERCENT
25
50
75
100
HIGH SCHOOL STUDENT
COLLEGE STUDENT
NON-STUDENT
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972
TABLES IV-1, IV-2, IV-3

Examination of the attitudes of male youths towards enlistment in the regular force, by race, in Figure 7, indicates that the proportion of non-whites with favorable attitudes towards enlistment is higher than the comparable proportion of whites. The average difference over the four surveys is 6% for the non-whites over the whites. As trends go, however, the non-whites show a small but noticeably decreasing trend, contrasted with a slight but increasing trend among the whites.

FIGURE 7



PROBABILITY OF ENLISTING AS REGULARS BY RACE [NO DRAFT]

TABLES IV-1, IV-2, IV-3

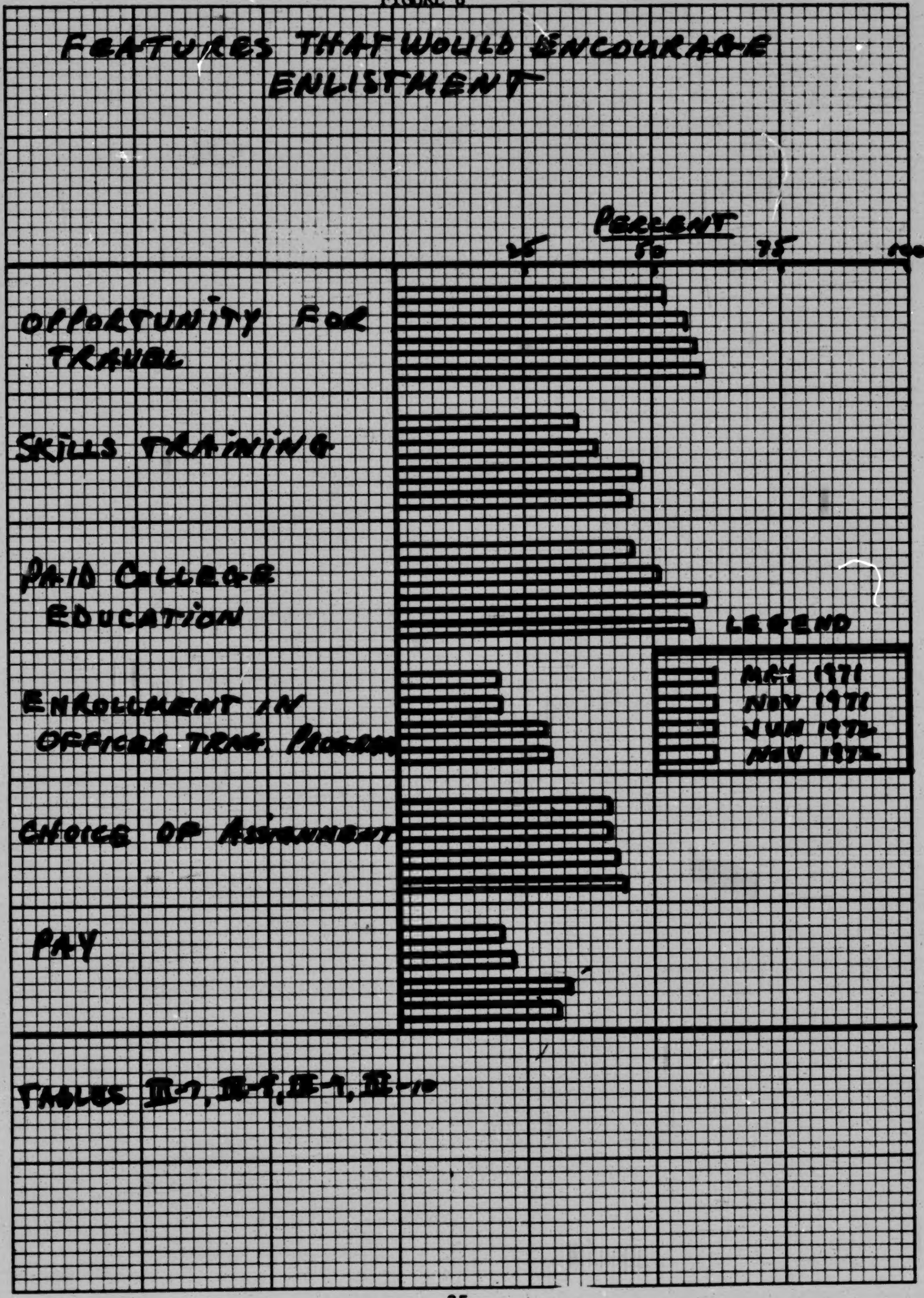
SECTION 3

To assist in formulating policies that will guide manpower managers and recruiters in determining incentives for enlistment, it is essential to understand what is acceptable to the prospective consumer. This section provides data that indicate what inducements and conditions will act as incentives to voluntary enlistment for active service. The data are contained in Figures 8 through 19.

In a competitive market for manpower, the Department of Defense must have a firm information base to give guidance to the services for enlistment inducements. It is essential to secure information that will reflect the demands of young men who may be induced to enlist. Knowledge is needed in order that (a) manpower policies are in tune with the demands of youth and (b) incentives can be provided to appeal to prospective enlistees.

Figure 8 shows a number of important features that seem to encourage enlistment. Each of the features indicated shows a small but rising trend of interest over the four surveys. Two in particular "opportunity for travel", and a "paid college education" (post-service), are acceptable beyond the 50% level of response. Somewhat less in acceptance, but considered as useful inducements are "skills training" (by the military) and "choice of assignment". Appropriate use of these features in advertising should prove their utility in recruitment.

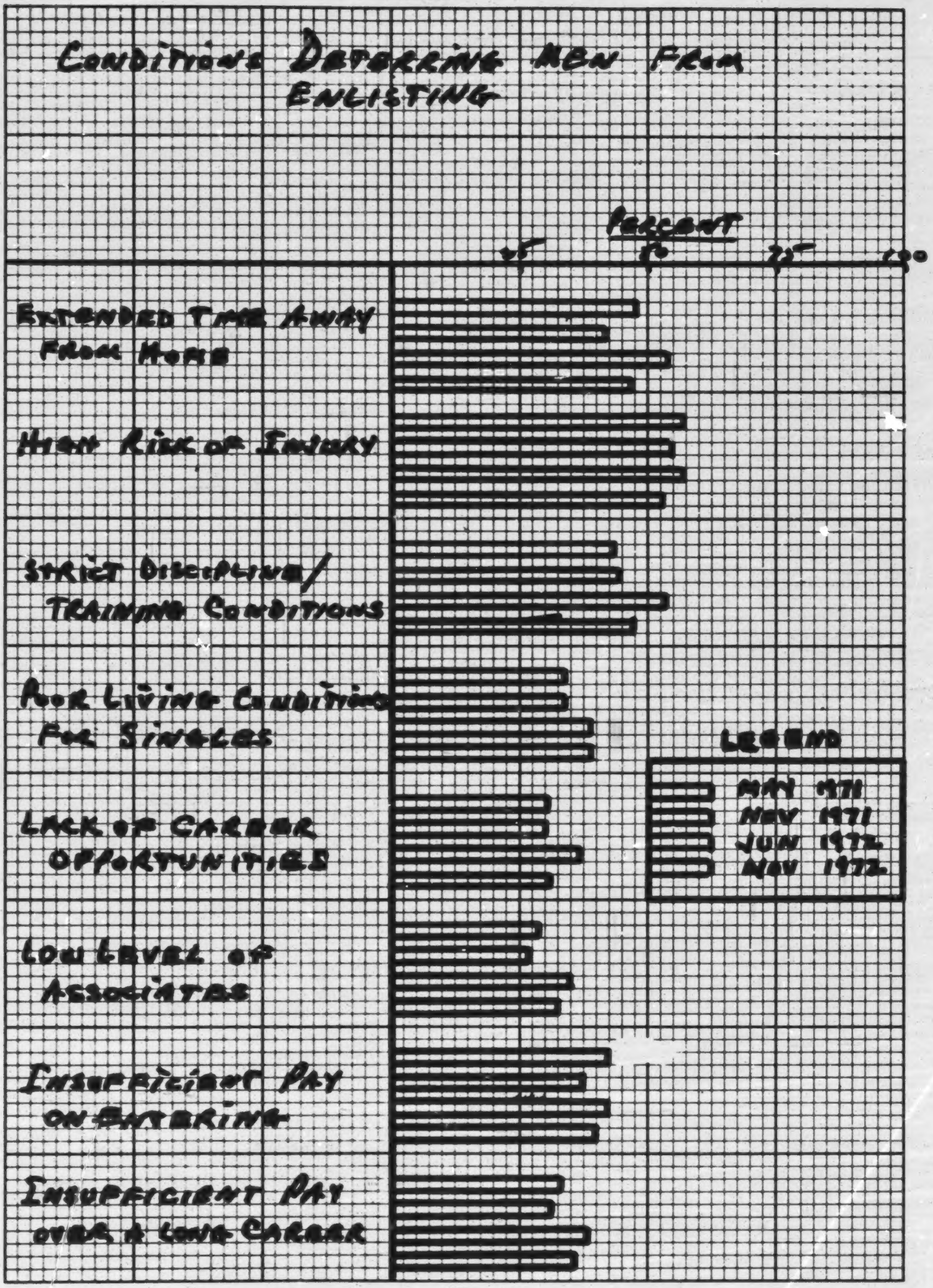
FIGURE 8


FEATURES THAT WOULD ENCOURAGE ENLISTMENT
PERCENT
25
50
75
100
OPPORTUNITY FOR TRAVEL
SKILLS TRAINING
PAID COLLEGE EDUCATION
ENROLLMENT IN OFFICER TRNG. PROGRAM
CHOICE OF ASSIGNMENT
PAY
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972
TABLES III-7, III-8, III-9, III-10

In Figure 8, features that encourage enlistment were indicated. In Figure 9, an examination is made of conditions that deter men from enlisting. These conditions must be considered and either eliminated or responded to in recruiting literature. Several deterrent conditions rate highly in the beliefs of young people, leading to negative attitudes and behavior in relation to the services.

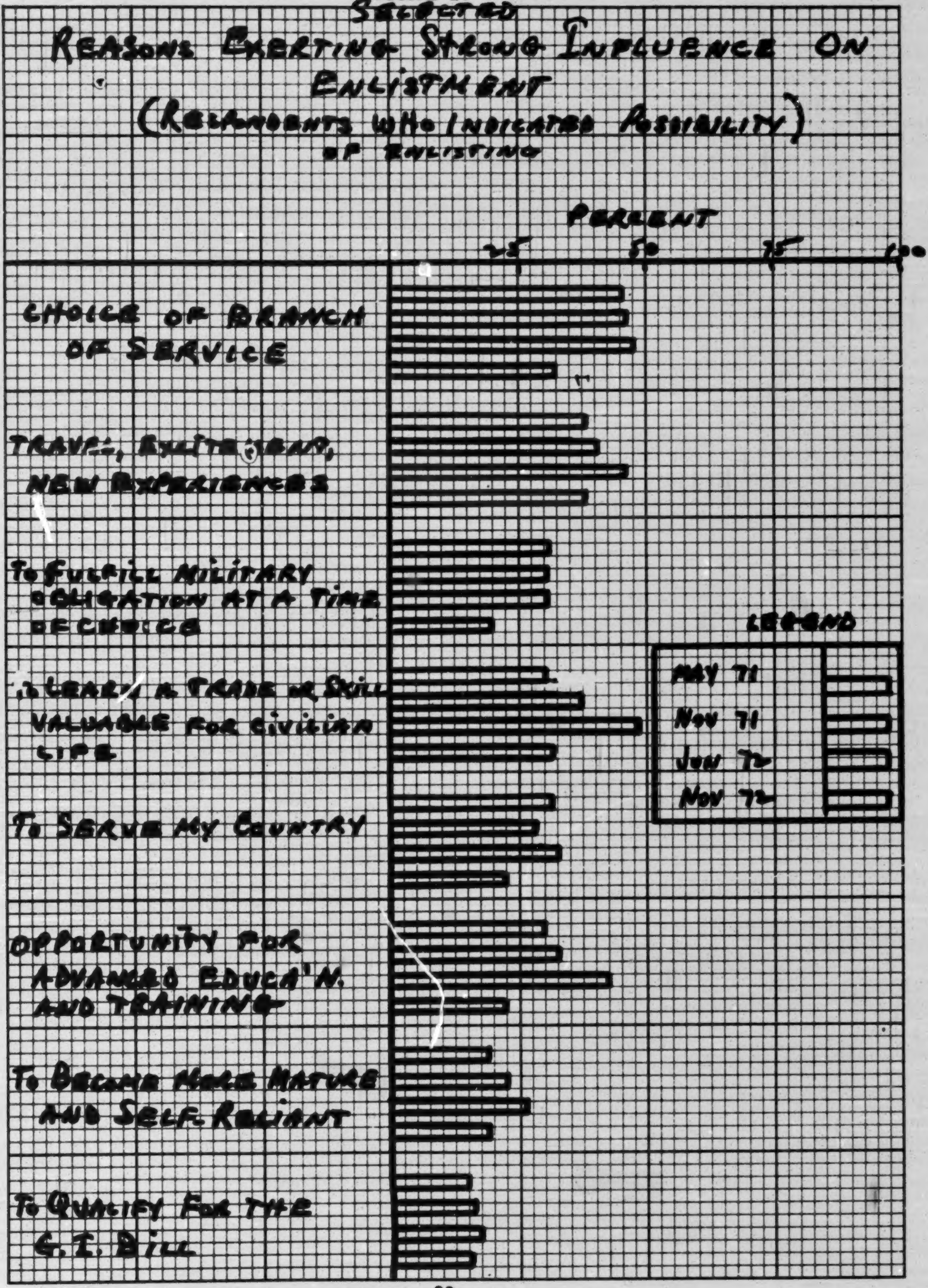
"Extended time away from home" shows a cyclical pattern between 1971 and 1972, with an increasing trend for 1972 as a basis for deterrence. "High risk of injury", ranging in the 55% belief arena, tends to show a small decrease over the four surveys. "Strict discipline/training conditions" indicates an increase between 1971 and 1972, as does "poor living conditions for singles". Other factors which have been found as deterrents seem to follow the same pattern, a slight increase in 1972 as against 1971, conditions dealing with "lack of career opportunities", "low level of associates", "insufficient pay in entering", and "insufficient pay over a long career". Proportions of the population queried tend to run at the level of 30% - 38% in these areas.

FIGURE 9


CONDITIONS DETERRING MEN FROM ENLISTING
PERCENT
25
50
75
100
EXTENDED TIME AWAY FROM HOME
HIGH RISK OF INJURY
STRICT DISCIPLINE/ TRAINING CONDITIONS
POOR LIVING CONDITIONS FOR SINGLES
LACK OF CAREER OPPORTUNITIES
LOW LEVEL OF ASSOCIATES
INSUFFICIENT PAY ON ENTERING
INSUFFICIENT PAY OVER A LONG CAREER
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972

An analysis was made of a selected number of reasons indicated as exerting strong influence on enlistment. These results are shown in Figure 10, where "choice of branch of service" rates highest. This factor shows a very slight increasing trend over the first three surveys, then takes a substantial 15% drop (from 48%) in the latest survey, indicating that some negative factors have intervened. Several other "reasons" showed similar patterns, either increasing positive or stable attitudes supporting these reasons over the first three surveys, then a substantial drop in support in the fourth survey. For some reasons, the drop was equal to the above reported 15%, for others, it was as little as 5%. There was no indication, in the fourth survey, of any increase elsewhere that would compensate for the drop.

FIGURE 10


SELECTED
REASONS EXERTING STRONG INFLUENCE ON ENLISTMENT
(RESPONDENTS WHO INDICATED POSSIBILITY OF ENLISTING)
PERCENT
25
50
75
100
CHOICE OF BRANCH OF SERVICE
TRAVEL, EXCITEMENT, NEW EXPERIENCES
TO FULFILL MILITARY OBLIGATION AT A TIME OF CHOICE
TO LEARN A TRADE OR SKILL VALUABLE FOR CIVILIAN LIFE
TO SERVE MY COUNTRY
OPPORTUNITY FOR ADVANCED EDUCA'N. AND TRAINING
TO BECOME MORE MATURE AND SELF-RELIANT
TO QUALIFY FOR THE G.I. BILL
LEGEND
MAY 71
NOV 71
JUN 72
NOV 72

A substantial number of reasons are given for men to enlist at some time. These are listed in Figure 11. This tabulation shows, in rank order, the importance of the reasons reflected in the responses of the young respondents. This pattern is fairly stable across the four surveys, with some exceptions. The interesting fact in this tabulation is its parallel to the trends shown in Figure 10. Almost all the reasons given tend to indicate a rising trend over the first three surveys, then a noticeable downtrend occurring in support of the fourth survey. There is also a substantial difference in support between the top six reasons and the lower six reasons in the table.

FIGURE 11

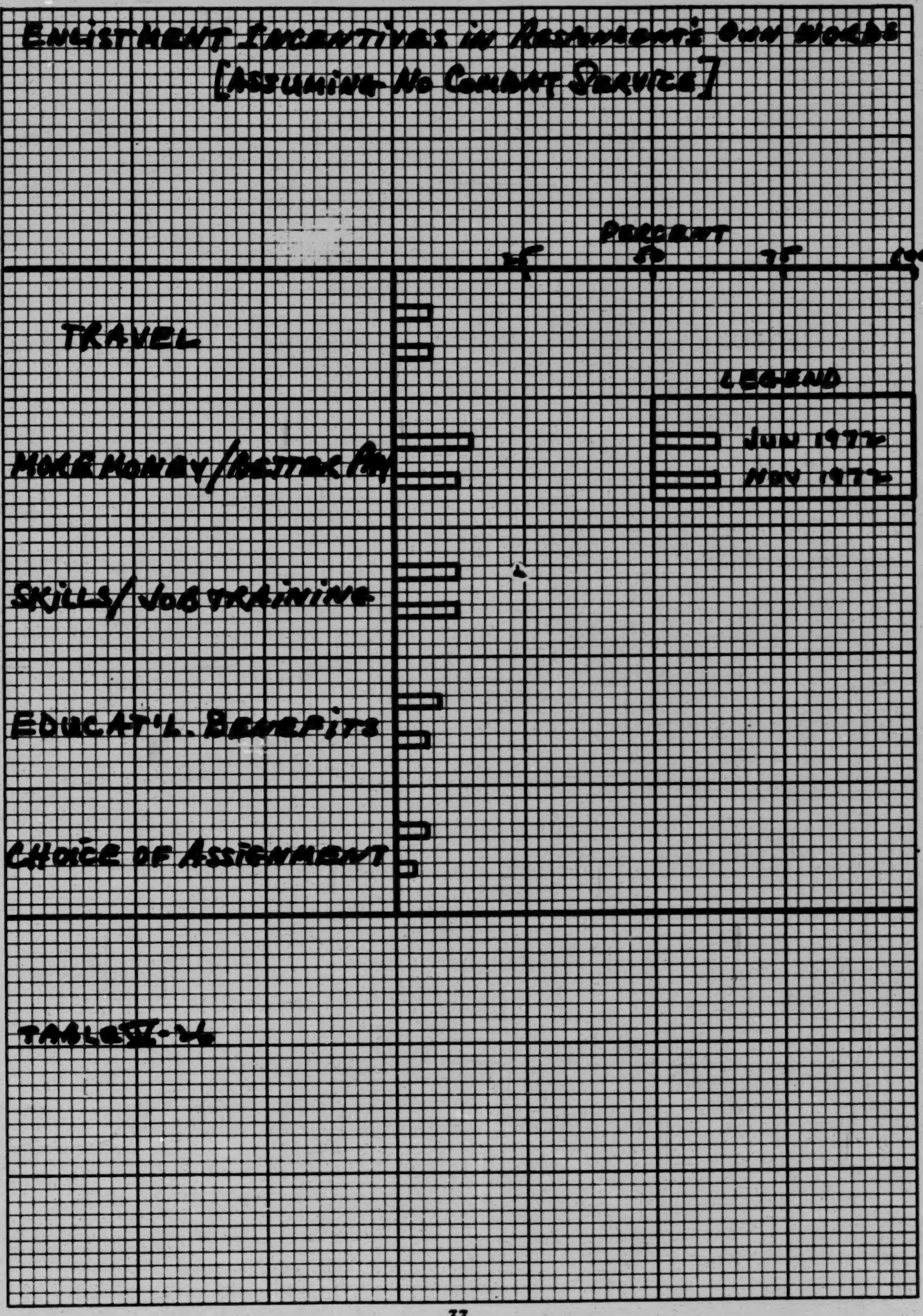
REASONS FOR ENLISTING FOR THOSE INDICATING ENLISTING AT SOME TIME

REASONS	PERCENT			
	MAY 71	NOV 71	JUN 72	NOV 72
CHOICE OF BRANCH OF SERVICE	45	46	48	33
TRAVEL, EXCITEMENT, NEW EXPERIENCES	38	41	46	38
FULFILL MILITARY OBLIGATION AT TIME OF CHOICE	32	31	32	18
LEARN A TRADE OR SKILL VALUABLE FOR LATER	32	37	49	33
TO SERVE MY COUNTRY	33	28	34	23
OPPORTUNITY FOR ADVANCED EDUCA. + TRNG.	30	32	42	23
TO BECOME MORE MATURE + SELF-RELIANT	19	23	26	17
TO QUALIFY FOR G.I. BILL	15	17	24	16
TO AVOID THE DRAFT	19	20	18	14
MILITARY CAREER OPPORTUNITIES LOOK BETTER	15	16	[illegible]	15
OVERALL BENEFITS: PAY, ROOM + BOARD, TRNG., ETC.	9	17	24	16
TO LEAVE PERSONAL PROBLEMS BEHIND	8	6	8	5

TABLE V-30

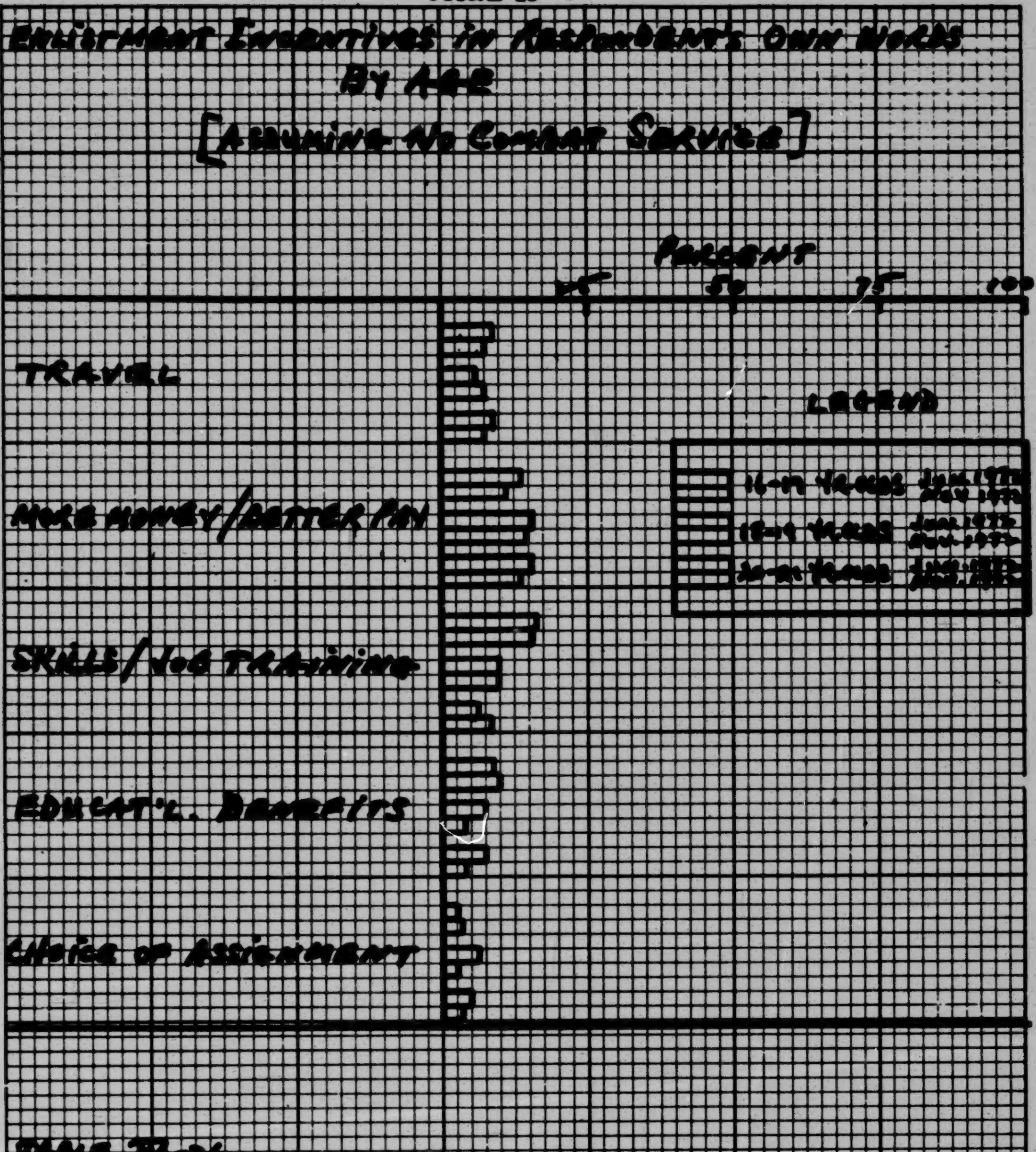
Respondents were asked to indicate in their own words what inducements would attract them to enlist for active duty, assuming no participation in combat service. The responses are shown in Figure 12, where more money/better pay and skills/job training are selected as most attractive. Most showed relatively low response levels, less than 15% but tended to be relatively stable across the two surveys (June 1972, November 1972). Several of the items did show a small decrement in responses to the November 1972 survey, but this is insufficient to demonstrate a trend.

FIGURE 12


ENLISTMENT INCENTIVES IN RESPONDENT'S OWN WORDS
[ASSUMING NO COMBAT SERVICE]
PERCENT
25
50
75
100
TRAVEL
MORE MONEY/BETTER PAY
SKILLS/JOB TRAINING
EDUCAT'L. BENEFITS
CHOICE OF ASSIGNMENT
LEGEND
JUN 1972
NOV 1972
TABLE VI-26

In charting out enlistment incentives by respondents in their own words, classified by age groups, findings favor the incentive "more money/better pay". The data in Figure 13 are consistent for each age group and for each of the two surveys. "Skills/job training" rates highly for 16-17 year olds, but decreases substantially from a 15% level to a 10% level and below for the higher age levels. Other incentives were selected at levels between 5% - 10%, with slightly better support in the June 1972 Survey, lesser support in the November Survey.

FIGURE 13

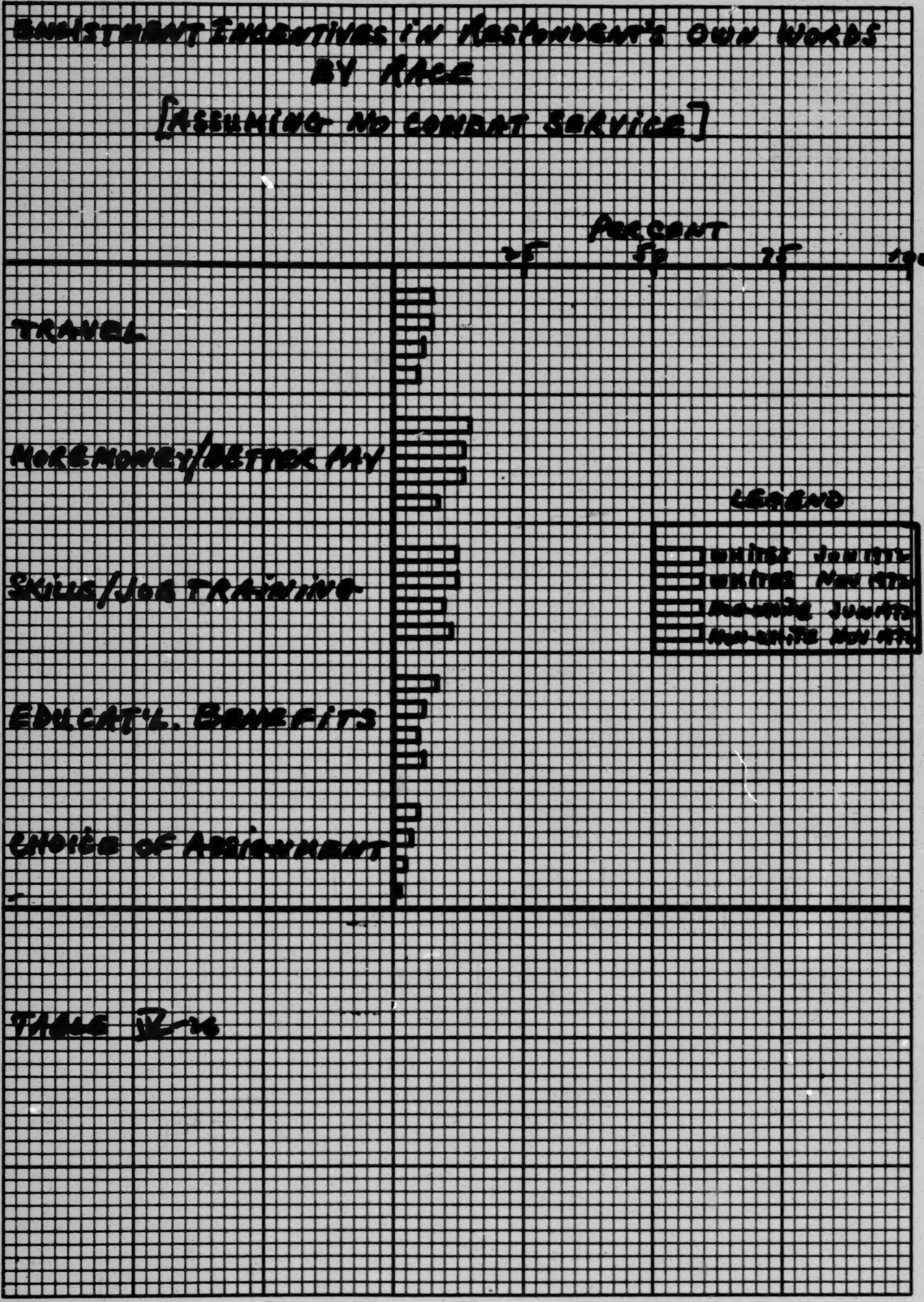


ENLISTMENT INCENTIVES IN RESPONDENT'S OWN WORDS
BY AGE
[ASSUMING NO COMBAT SERVICE]

TABLE VI-26

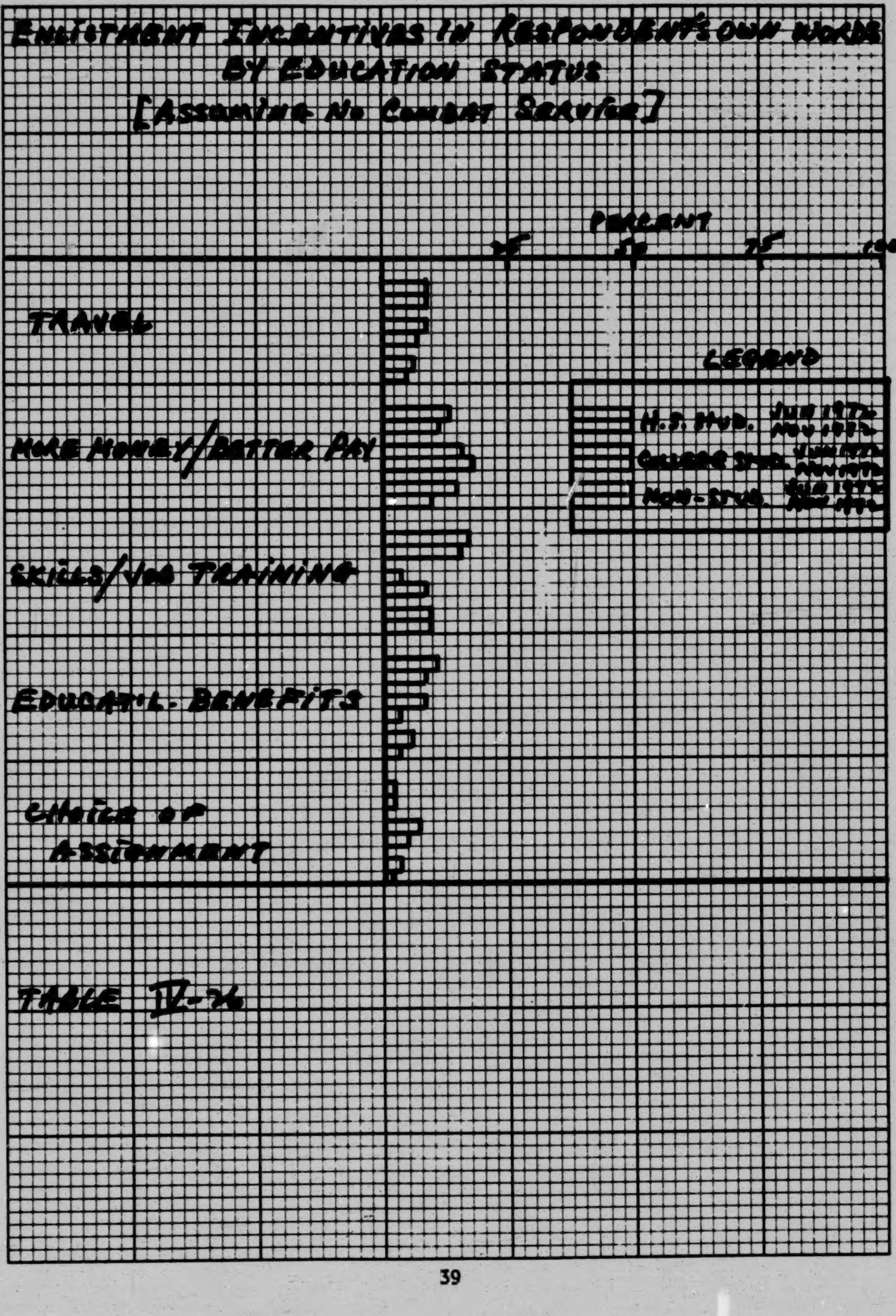
Figure 14 provides a tabulation of the same data as the previous figures, by race. The major attractions are still "more money/better pay" and "skills/job training". The only difference that may reflect an attitudinal change is seen in a 4% decrement in the non-white responses to "more money/better pay" in the Nov 1972 survey when compared to the response picture of the June Survey. The remaining incentives, all below the 10% response level, tend to show a very slight but lessening trend, especially for the non-whites, in the November Survey.

FIGURE 14


ENLISTMENT INCENTIVES IN RESPONDENT'S OWN WORDS
BY RACE
[ASSUMING NO COMBAT SERVICE]
PERCENT
25
50
75
100
TRAVEL
MORE MONEY/BETTER PAY
SKILLS/JOB TRAINING
EDUCAT'L. BENEFITS
CHOICE OF ASSIGNMENT
LEGEND
WHITES JUN 1971
WHITES NOV 1971
NON-WHITE JUN 1971
NON-WHITE NOV 1971
TABLE IV-16

When an examination is made of the same responses tabulated against education status, as seen in Figure 15, "more money/ better pay" retains its lead among the incentives. College students exceed high school students and non-students in their interest in higher pay. High school students also responded relatively well to "skills/ job training", showing substantially higher percentages than college students and non-students. With the remaining incentives included in the 10% or under category, the same decreasing pattern noted in the previous figures for the November Survey also occurred.

FIGURE 15


ENLISTMENT INCENTIVES IN RESPONDENT'S OWN WORDS
BY EDUCATION STATUS
[ASSUMING NO COMBAT SERVICE]
PERCENT
25
50
75
100
TRAVEL
MORE MONEY/BETTER PAY
SKILLS/JOB TRAINING
EDUCAT'L. BENEFITS
CHOICE OF ASSIGNMENT
LEGEND
H.S. STUD. JUN 1972 NOV 1972
COLLEGE STUD. JUN 1972 NOV 1972
NON-STUD. JUN 1972 NOV 1972
TABLE IV-26

A series of inducements was indicated to respondents to ascertain their responses to inducements for enlistment by Service. This item was administered in all four surveys. Figure 16 ranked the enlistment inducements by Service, and showed marked differences. For example, "opportunity for travel" ranked first as an inducement for Navy enlistment, but last for each of the other Services. Skills training ranked rather highly across all four Services, taking first rank only in the Air Force. A "paid college education" did not rank well whereas "enrollment in officer training" was in first place for Army and Marines. Pay was mixed, slightly higher in preference in the Air Force and Marines.

FIGURE 16

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ENLISTMENT INDUCEMENTS BY SERVICE: AVERAGE RANK ORDER OF FOUR SURVEYS ⊛

FEATURE TO ENCOURAGE ENLISTMENT	ARMY	NAVY	AIR FORCE	USMC
OPPORTUNITY FOR TRAVEL	5.75	1	5.25	5.63
SKILLS TRAINING	2.	2.75	1.	2.13
PAID COLLEGE EDUCATION	3.12	5.63	5.5	4.75
ENROLLMENT IN OFFICER TRAINING	1.87	4.75	3.25	1.5
CHOICE OF ASSIGNMENT	3.	2.25	3.37	4.
PAY	5.25	4.63	2.63	3.

⊛ SURVEYS ADMINISTERED MAY 1971, NOV. 1971, JUN 1972, NOV. 1972. PREFERENCE SHOWS 1 PREFERRED BEST.

TABLE III-7

During June 1972 and November 1972, attitudes were surveyed in relation to a number of suggested or hypothetical incentives to ascertain their utility. They operated in two major directions: (1) for skill or knowledge acquisition, and (2) as bonus incentives. Figure 17 indicates the response pattern by age. The items show a high degree of stability between the two surveys. Small increases are evident in the November Survey data, but not sufficient, without an additional survey or two, to assure that trends are clearly demonstrated. Most interest is shown in relation to post-service activities, covering for example, employment assistance, financial aid for college or technical training and a fully paid college education. The higher bonus figure is considered an incentive if provided for special skills on enlistment. The response pattern is stable throughout for all incentives for both surveys. Greatest support is found in the 16-17 year olds, slightly less, in order, for each of the older groups.

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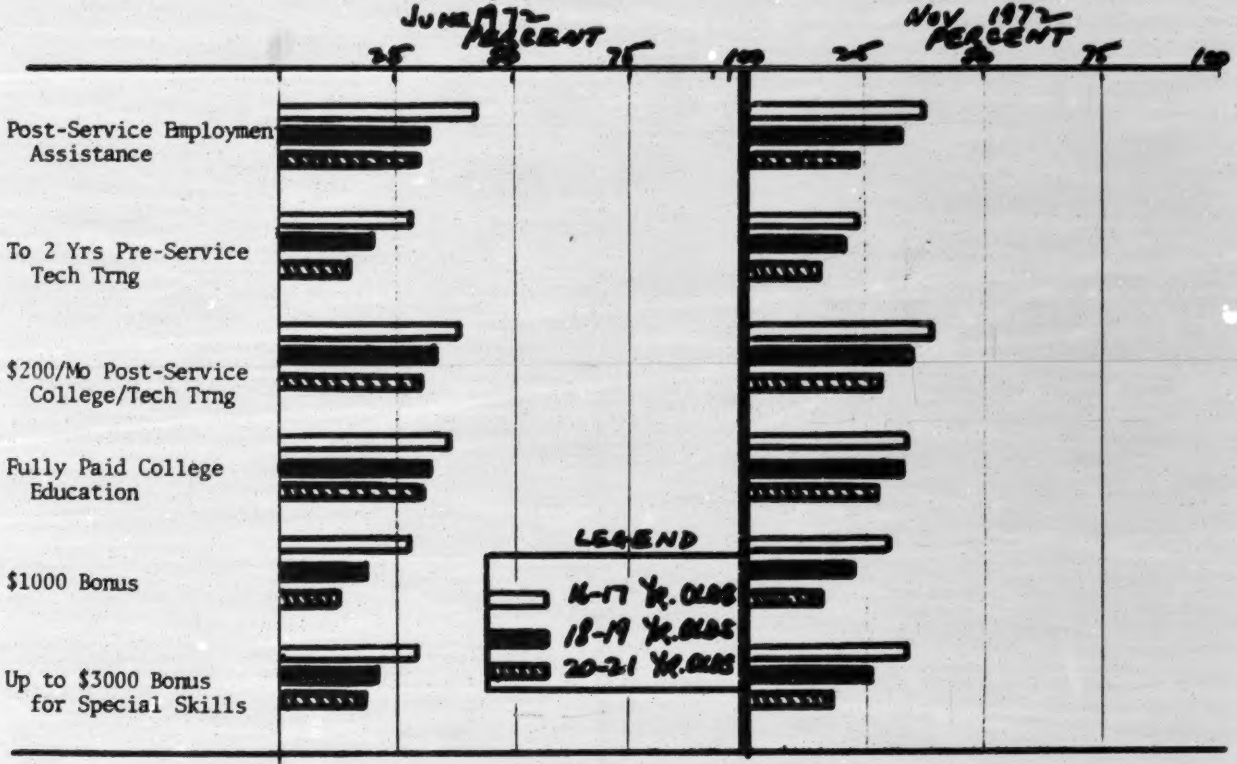
FIGURE 17

SELECTED ENLISTMENT INCENTIVES BY AGE



⊗ FOR SKILL OR KNOWLEDGE ACQUISITION AND BONUS INCENTIVES.

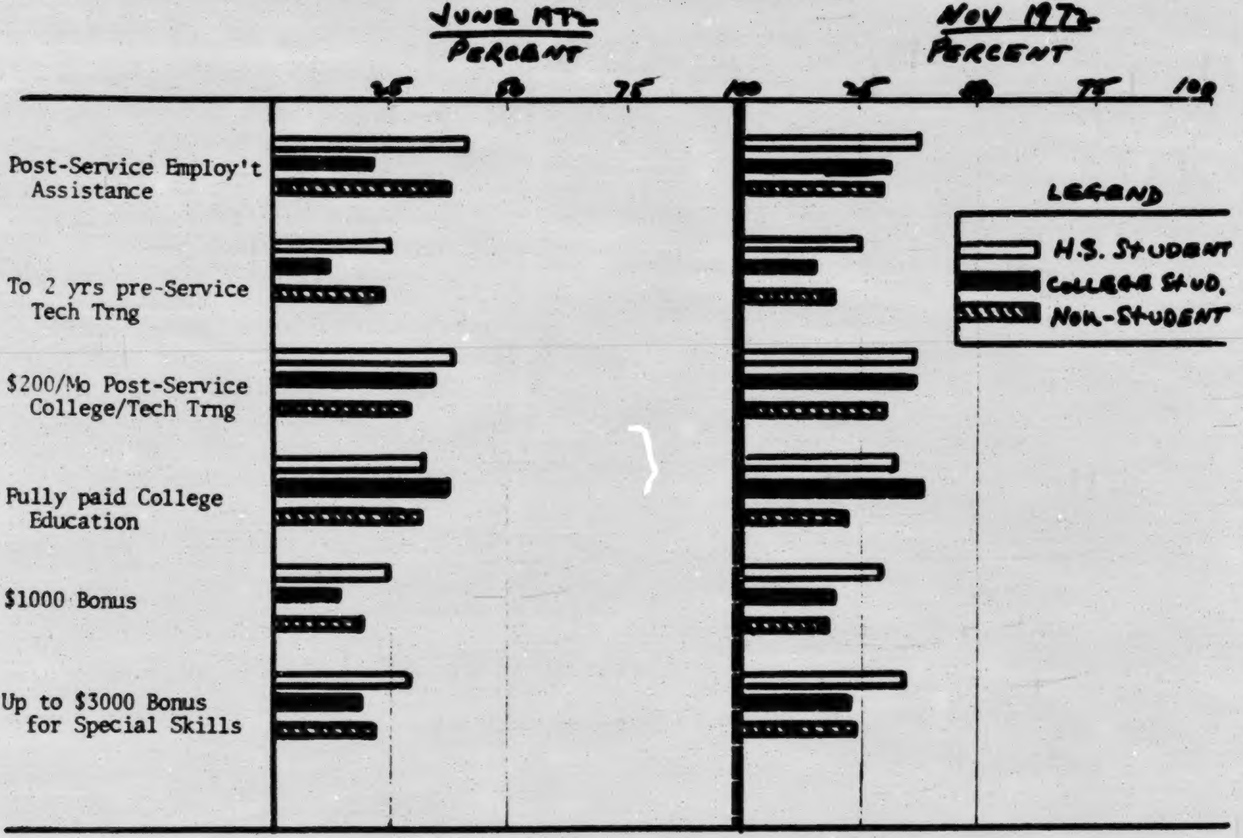
TABLES IV-28 AND IV-29

Figure 18 examines the responses to the same group of constructed incentives, this time by education status. In most instances there are similar response patterns between the June and November surveys (1972). College students appear to be more attracted to post-service education support of a financial nature. The various groups are more inclined towards the several types of post-service benefits as a commitment for enlisting than to pre-service training support or to a bonus. However, the larger bonus figure, $3000 for special skills does receive a reasonable amount of support with an increase showing in the November Survey.

BEST COPY AVAILABLE

FIGURE 18

SELECTED ENLISTMENT INCENTIVES BY EDUCATION STATUS



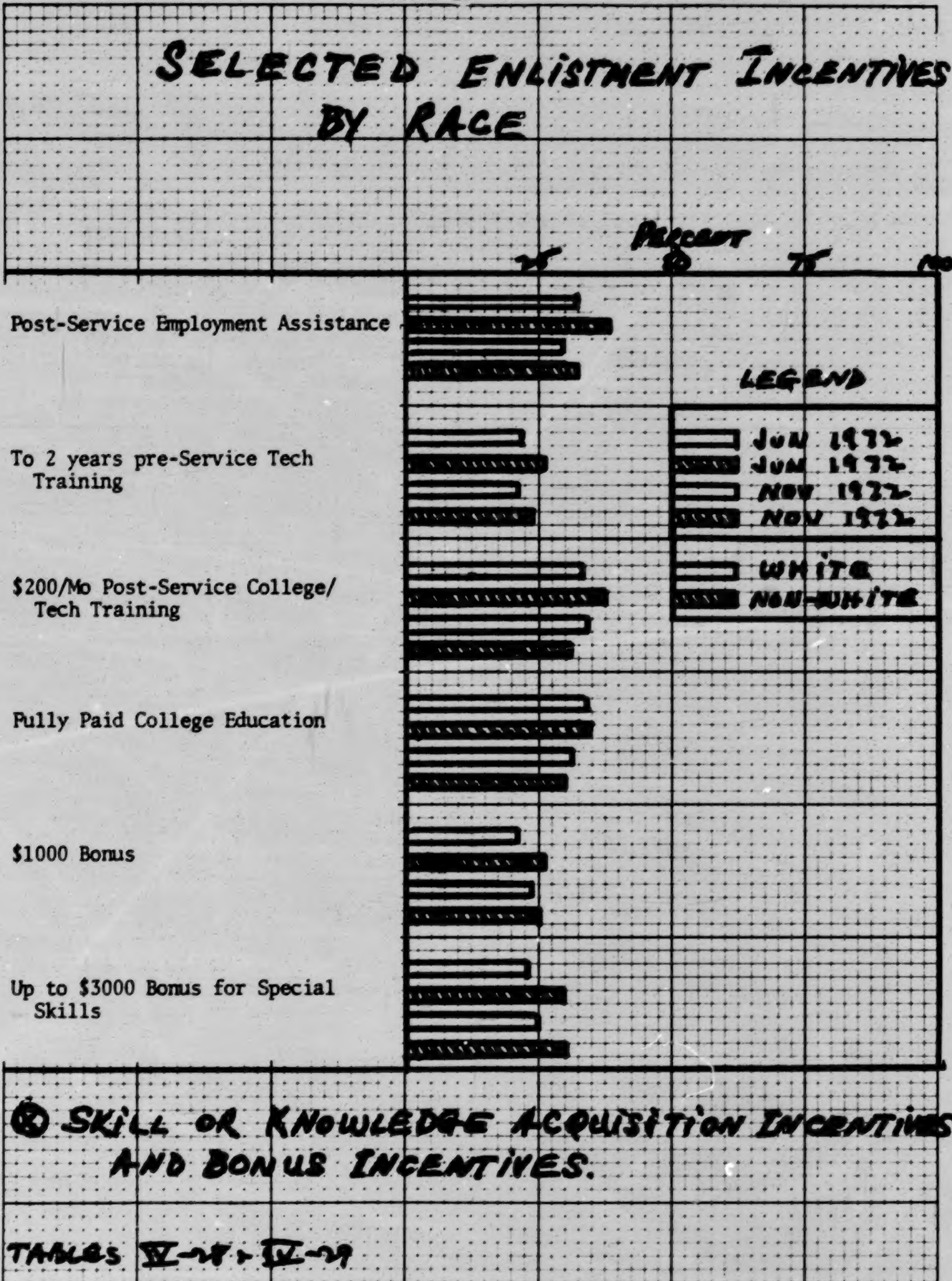
⊗ SKILL OR KNOWLEDGE ACQUISITION INCENTIVES AND BONUS INCENTIVES

TABLES IV-28 & IV-29

Analysis of the same variables, by race, finds a general tendency for small increases to show, both for whites and non-whites, in the November 1972 Survey over the June Survey. These data are indicated in Figure 19. Again, as expected, post-service benefits, in terms of paid college education or technical training, and post-service employment assistance rank highest as prospective incentives to enlistment.

FIGURE 19

BEST COPY AVAILABLE



SELECTED ENLISTMENT INCENTIVES BY RACE

Ⓧ SKILL OR KNOWLEDGE ACQUISITION INCENTIVES AND BONUS INCENTIVES.

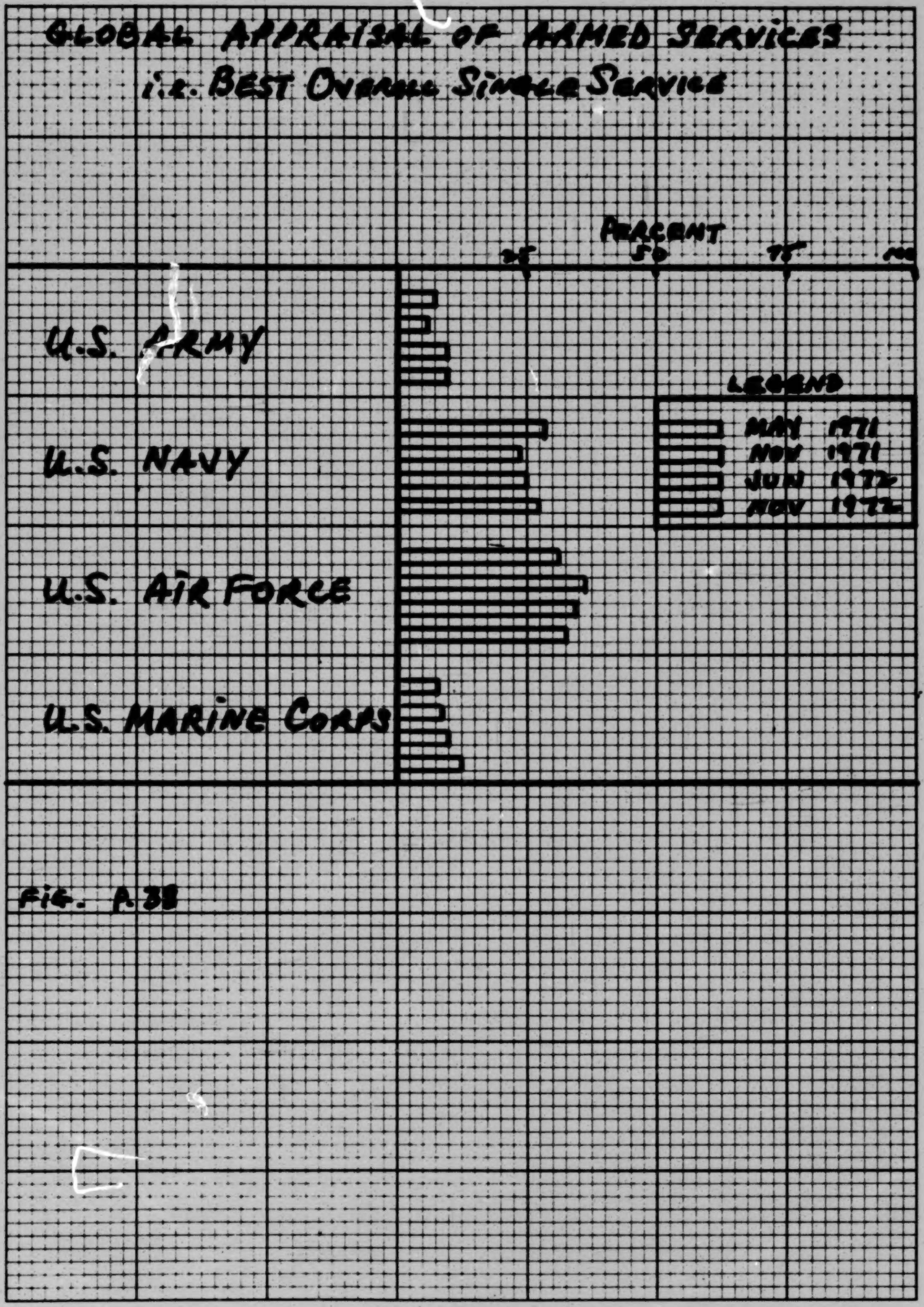
TABLES IV-28 + IV-29

SECTION 4

Of particular concern to manpower planners and recruiters are those attitudes of youth that indicate their views of the military services and the special appeals of each. Men will volunteer for one service, but may have no interest in volunteering for any of the others. Young people formulate their images on the basis of various characteristics, and in many instances, will respond in terms of these characteristics. The data in this section deal with the image of the services reflected in the eyes of youth in terms of a variety of factors. The data are contained in Figures 20 through 31.

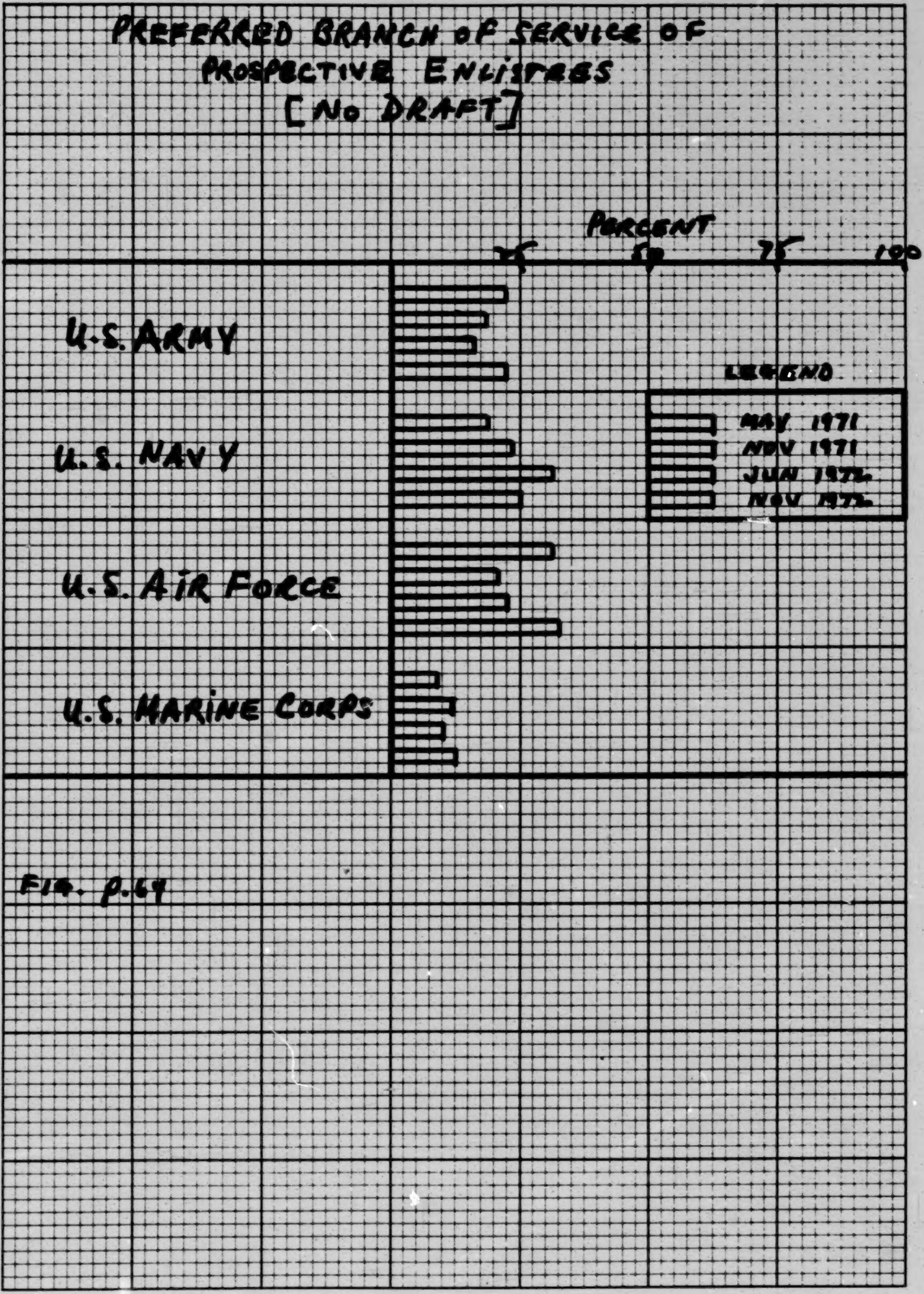
In overall or global appraisal of the four Services from the viewpoint of comparative preference, response data show relative stability for each Service. There are small changes, with slight increasing trends for Army and Marines. However, Figure 20 shows that Air Force is considered as generally the best Service, with the Navy a close second. The Marines and Army are rated very close with the former slightly ahead in third place. The difference between the best two and last two is substantial.

FIGURE 20


GLOBAL APPRAISAL OF ARMED SERVICES
i.e. BEST OVERALL SINGLE SERVICE
PERCENT
25
50
75
100
U.S. ARMY
U.S. NAVY
U.S. AIR FORCE
U.S. MARINE CORPS
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972
FIG. A.38

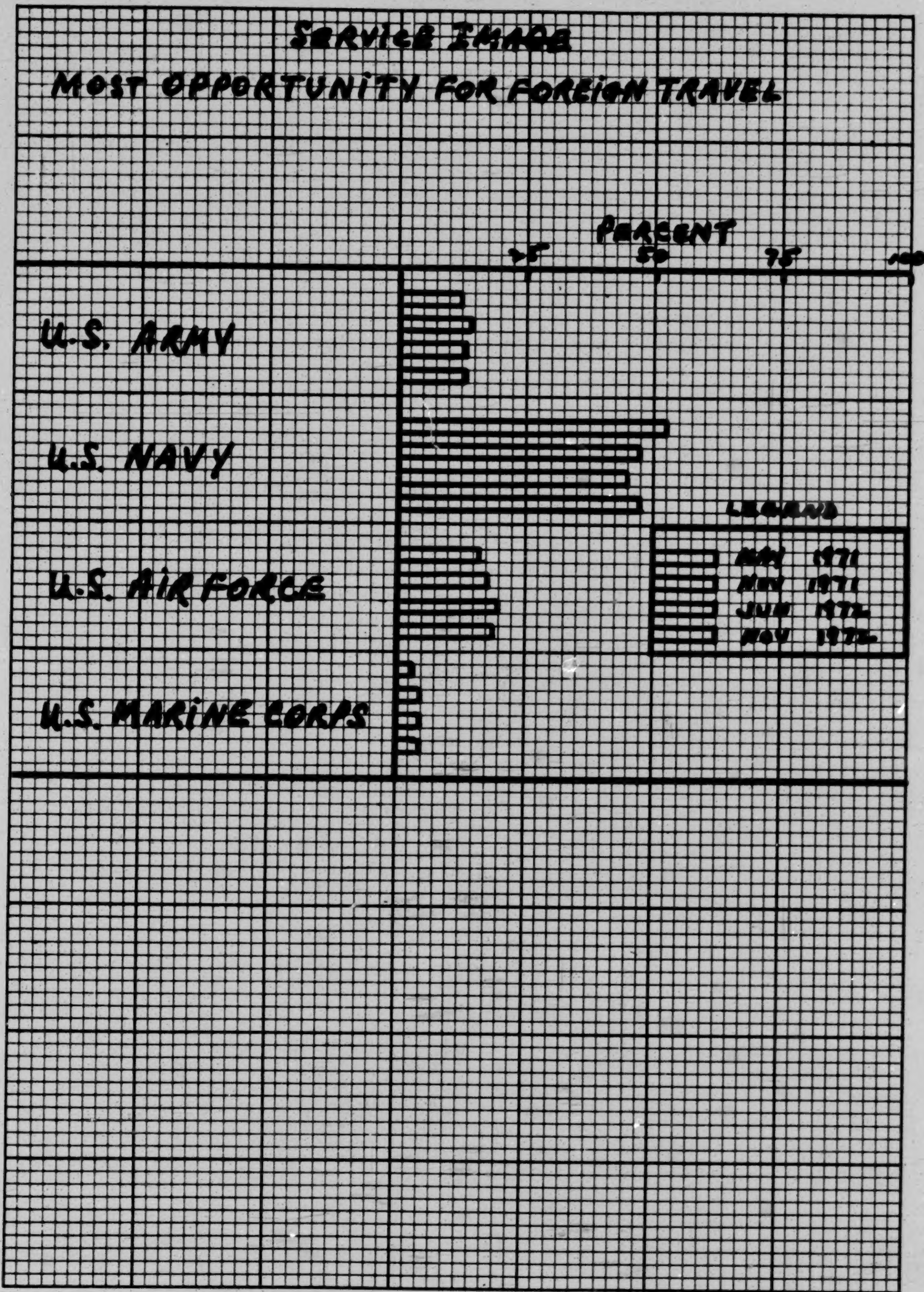
Attitudes of prospective enlistees regarding preferred branch of Service show some variation, among Services as well as surveys. Air Force is preferred as the ranking Service in surveys of May 1971 and November 1972; the Navy in the surveys of June 1971 and June 1972. However, as seen in Figure 21, the Army is preferred over the Marines in all four surveys, and is competitive with the Navy in both surveys of 1971.

FIGURE 21


PREFERRED BRANCH OF SERVICE OF
PROSPECTIVE ENLISTEES
[NO DRAFT]
PERCENT
25
50
75
100
U.S. ARMY
U.S. NAVY
U.S. AIR FORCE
U.S. MARINE CORPS
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972
FIG. p.64

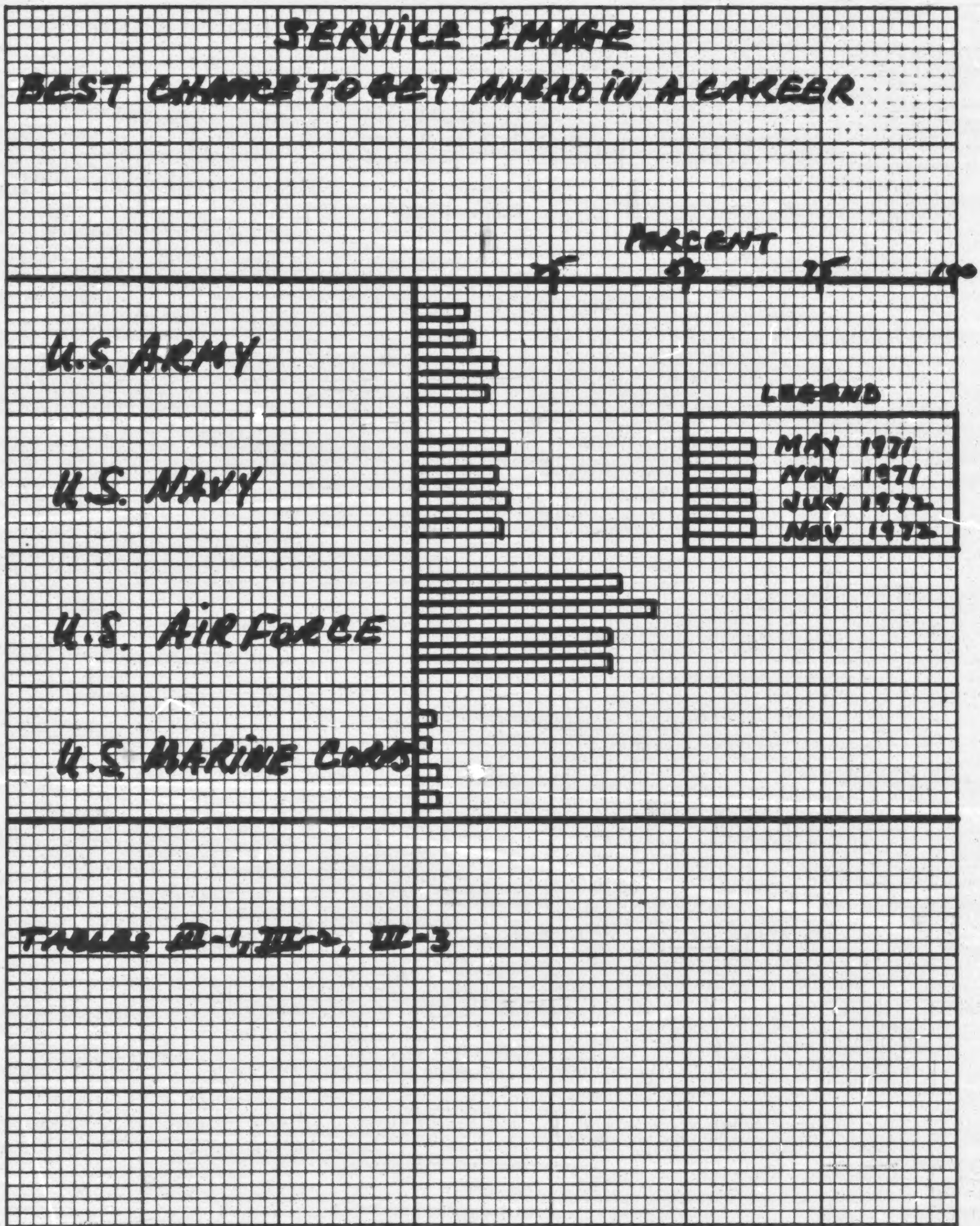
As regards the image of the Services seen by prospective enlistees, preference for a particular service is dependent upon the variable on which services are compared. Figure 22 looks at preference from the viewpoint of "most opportunity for foreign travel". The Navy, in all four surveys, far and away outstrips the others in appeal. Air Force follows with the Army slightly behind.

FIGURE 22


SERVICE IMAGE
MOST OPPORTUNITY FOR FOREIGN TRAVEL
PERCENT
25
50
75
100
U.S. ARMY
U.S. NAVY
U.S. AIR FORCE
U.S. MARINE CORPS
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972

In distinguishing among the Services on the basis of image conveyed by "best chance to get ahead in a career", Figure 23 indicates that the Air Force is much preferred. The Navy is in second place, some 20 percentage points behind, with the Army as a third choice, lagging behind the Navy by only a few percentage points.

FIGURE 23



TABLES III-1, III-2, III-3

Figure 24 shows the distribution of preferences of the variable "best chance to use one's skills and abilities" as a factor indicative of service image. The Air Force, again, is the preferred service, leading the Navy and the Army by 10 percentage points. The Navy was preferred over the Army only on the first two surveys, whereas they were chosen equally on the last two.

FIGURE 24

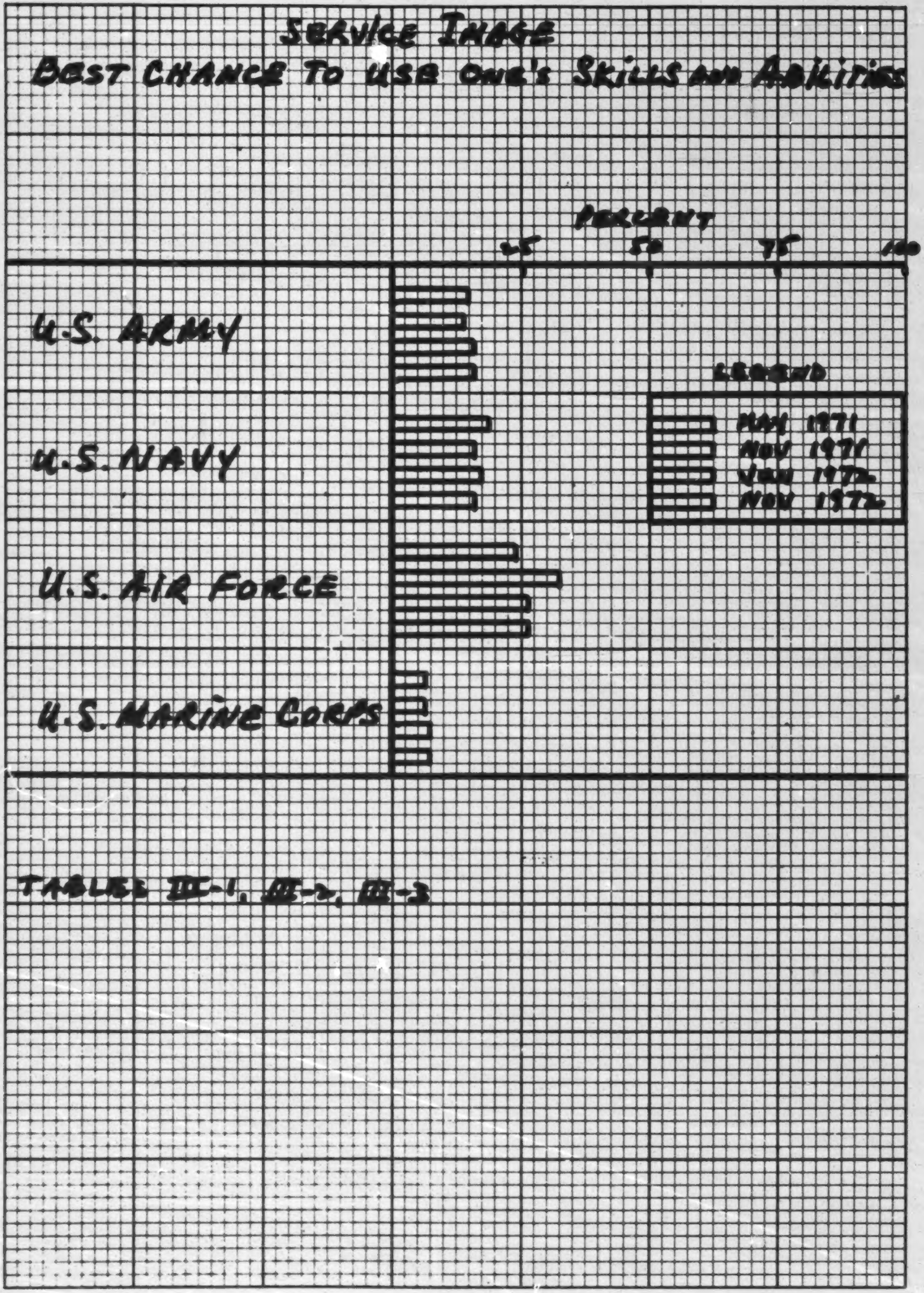
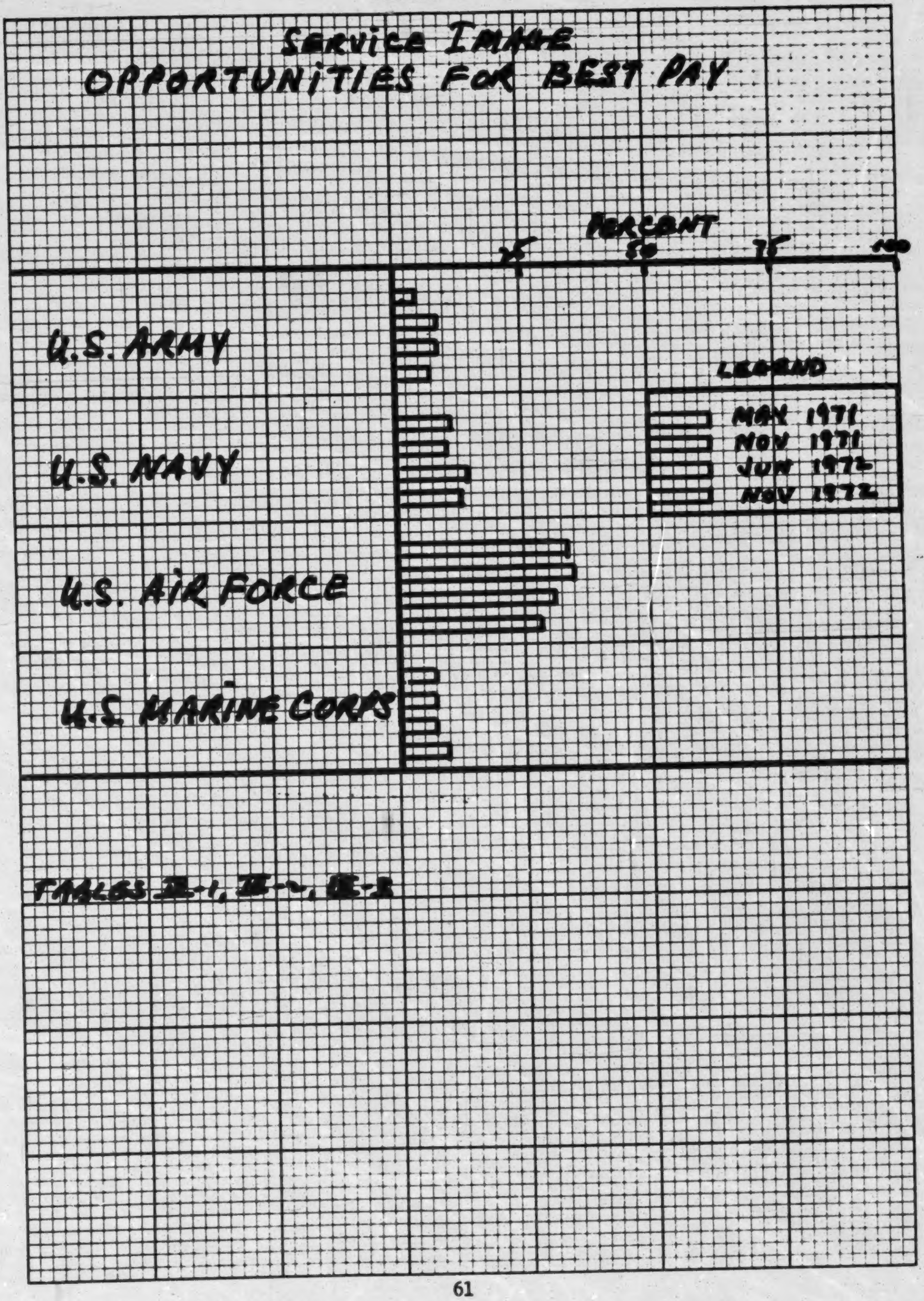

SERVICE IMAGE
BEST CHANCE TO USE ONE'S SKILLS AND ABILITIES
PERCENT
25
50
75
100
U.S. ARMY
U.S. NAVY
U.S. AIR FORCE
U.S. MARINE CORPS
LEGEND
MAY 1971
NOV 1971
JAN 1972
NOV 1972
TABLES III-1, III-2, III-3

Figure 25 shows the Air Force as the Service believed to offer the best "opportunities for best pay", followed by the Navy, at an average distance of about 19 percentage points. Army and Marine Corps showed approximately the same level of preference, with the Marines running ahead during the first and fourth surveys. It is interesting, also, to observe that despite the substantial preference for the Air Force on all four surveys, this lead was eroding on each of the last two surveys (1972).

FIGURE 25

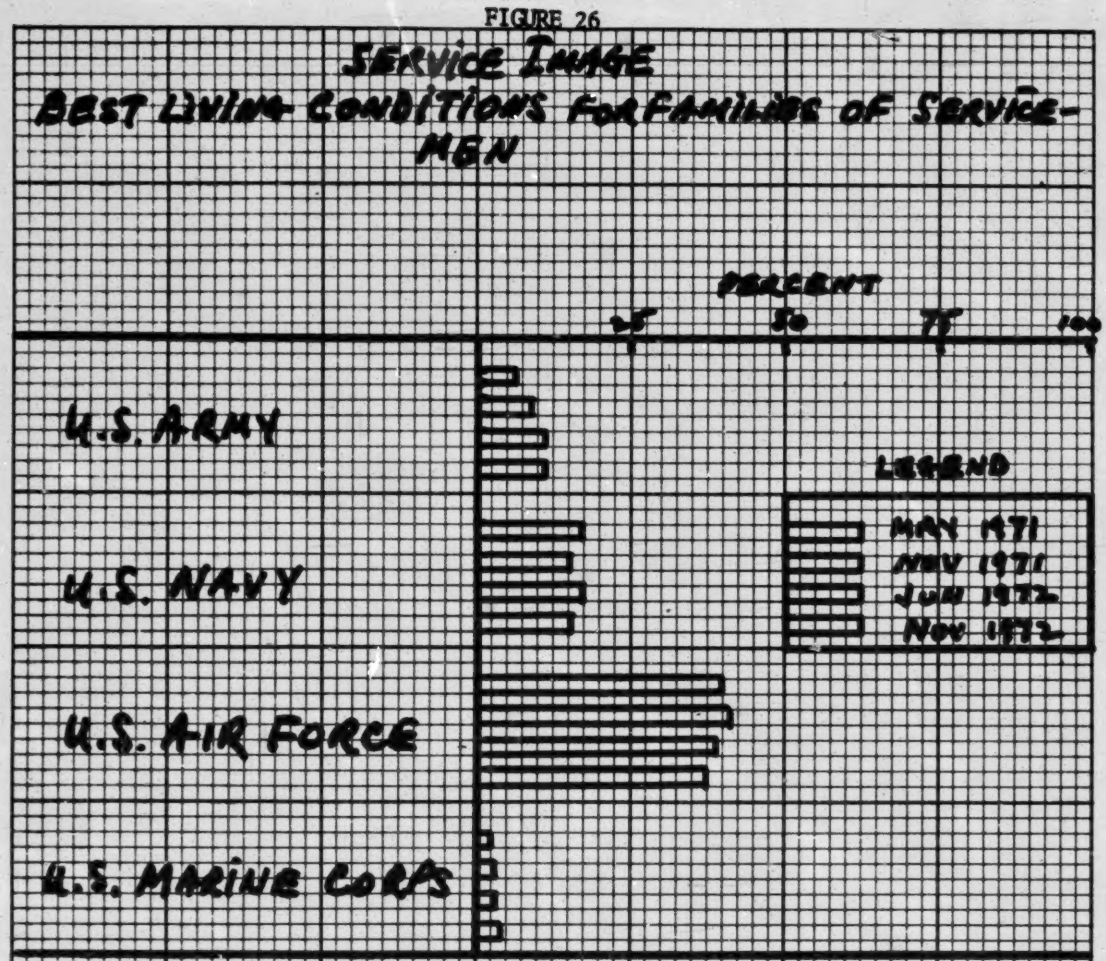


SERVICE IMAGE
OPPORTUNITIES FOR BEST PAY

TABLES III-1, III-2, III-3

The Air Force was seen as the Service that offered "best living conditions for families of servicemen" as a factor of service image. Figure 26 indicates preference levels for the Air Force ranging between 40 and 37 percent, with a small decrease for the last two surveys. The Navy, next in line,ranged between 14 and 16 percent, followed by the Army, showing a range of 7 to 11 percent in the preference race.

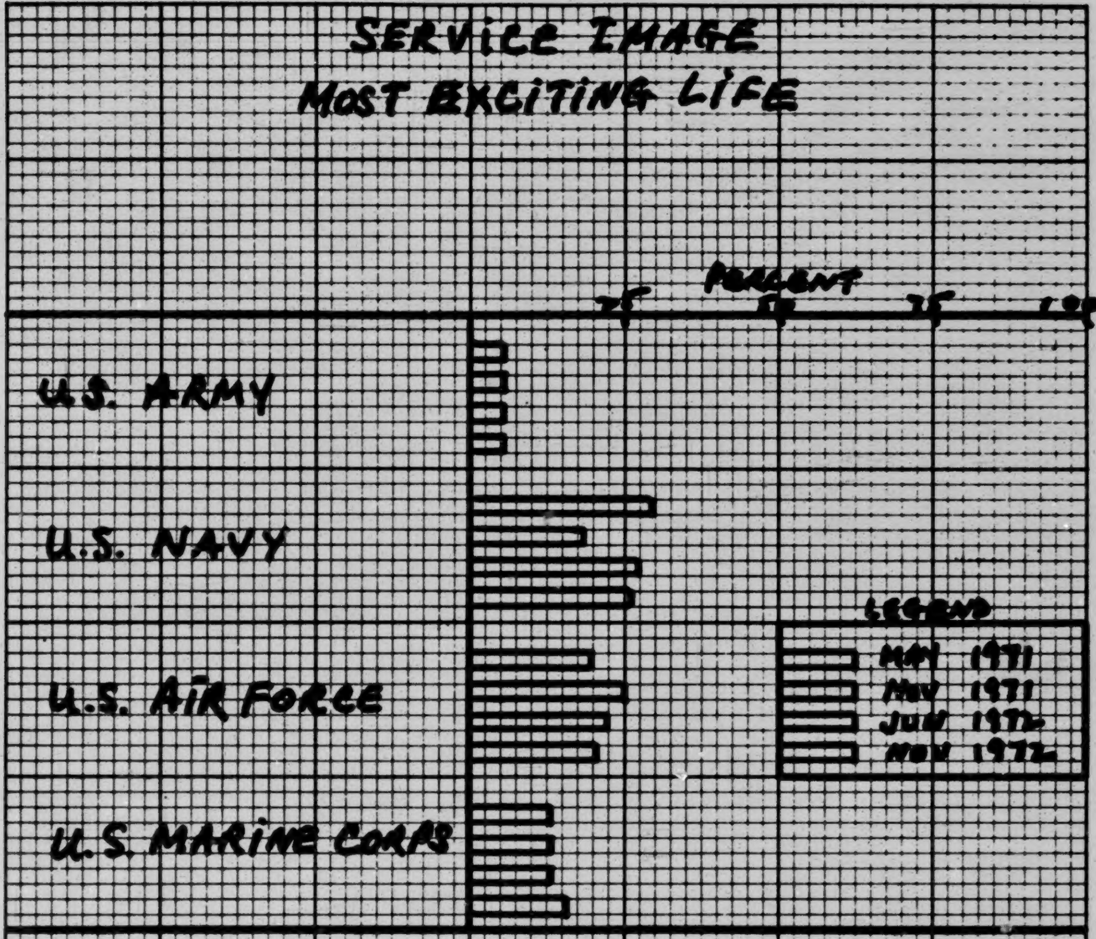
FIGURE 26



TABLES III-1, III-2, III-3

Another factor contributing to Service Image is "most exciting life". Here, it is apparent that the Navy is the preferred Service in the eyes of young males, though Navy's lead over the Air Force ranges only at around 9% on the first survey to about 5% on the fourth. However, there was a reversal on the second Survey, at which time the Air Force was preferred, by 6 percentage points. The Marine Corps was chosen above the Army on all four surveys, ranging 6 to 8 percentage points ahead of the Army, but about 10 points, on the average, behind the Air Force.

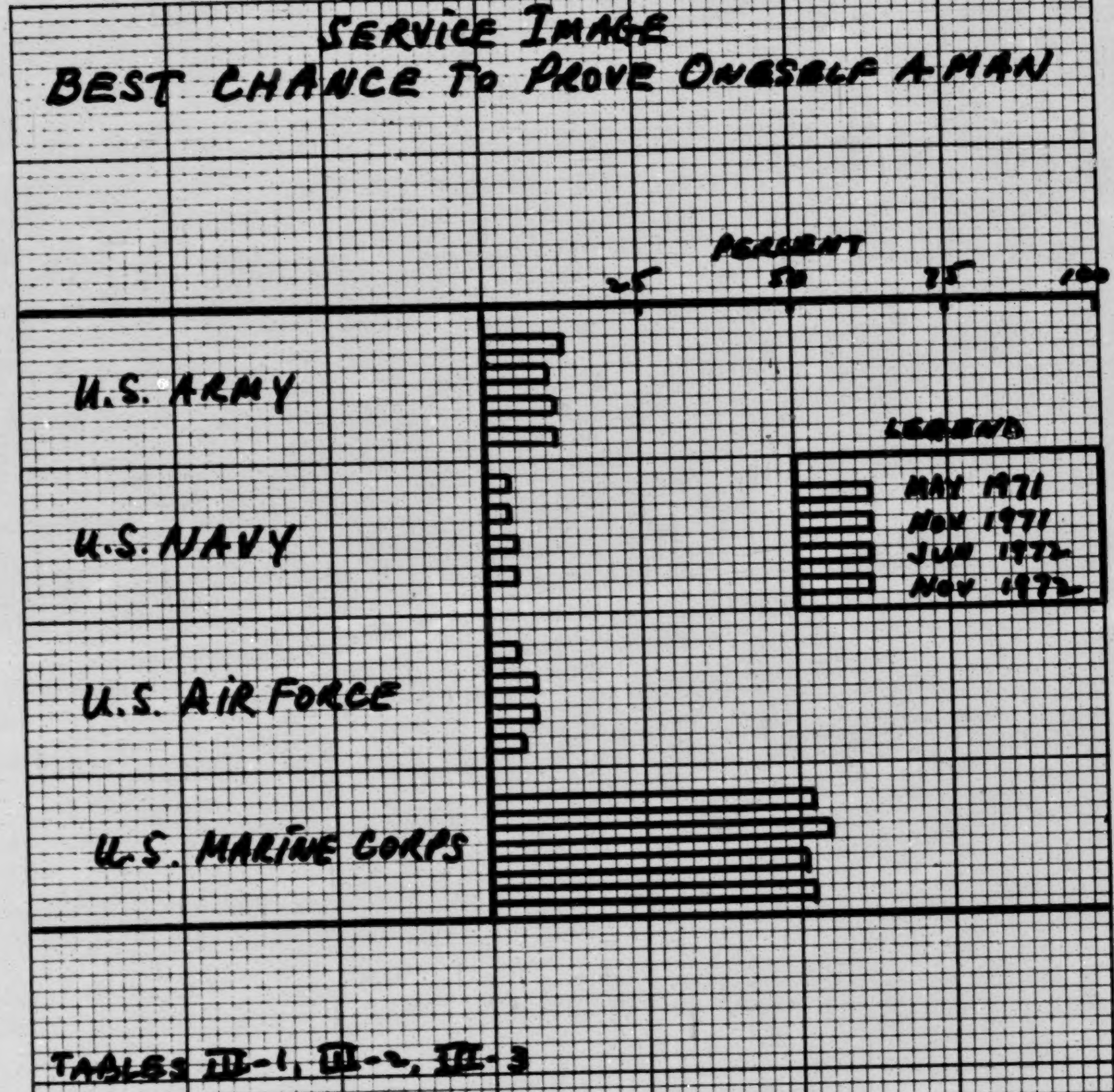
FIGURE 27



TABLES III-1, III-2, III-3.

In examining the variable "best chance to prove oneself a man" as a factor in reflecting Service Image, the Marine Corps essentially stands alone as the preferred service to American Youth. Figure 28 shows a preference level, highly stable across the four surveys, averaging 52% for the Marine Corps, whereas the Army, next preferred, shows a comparable figure of only 11 percent for each of the four surveys. Air Force and Navy follow in order, at lower levels of preference.

FIGURE 28

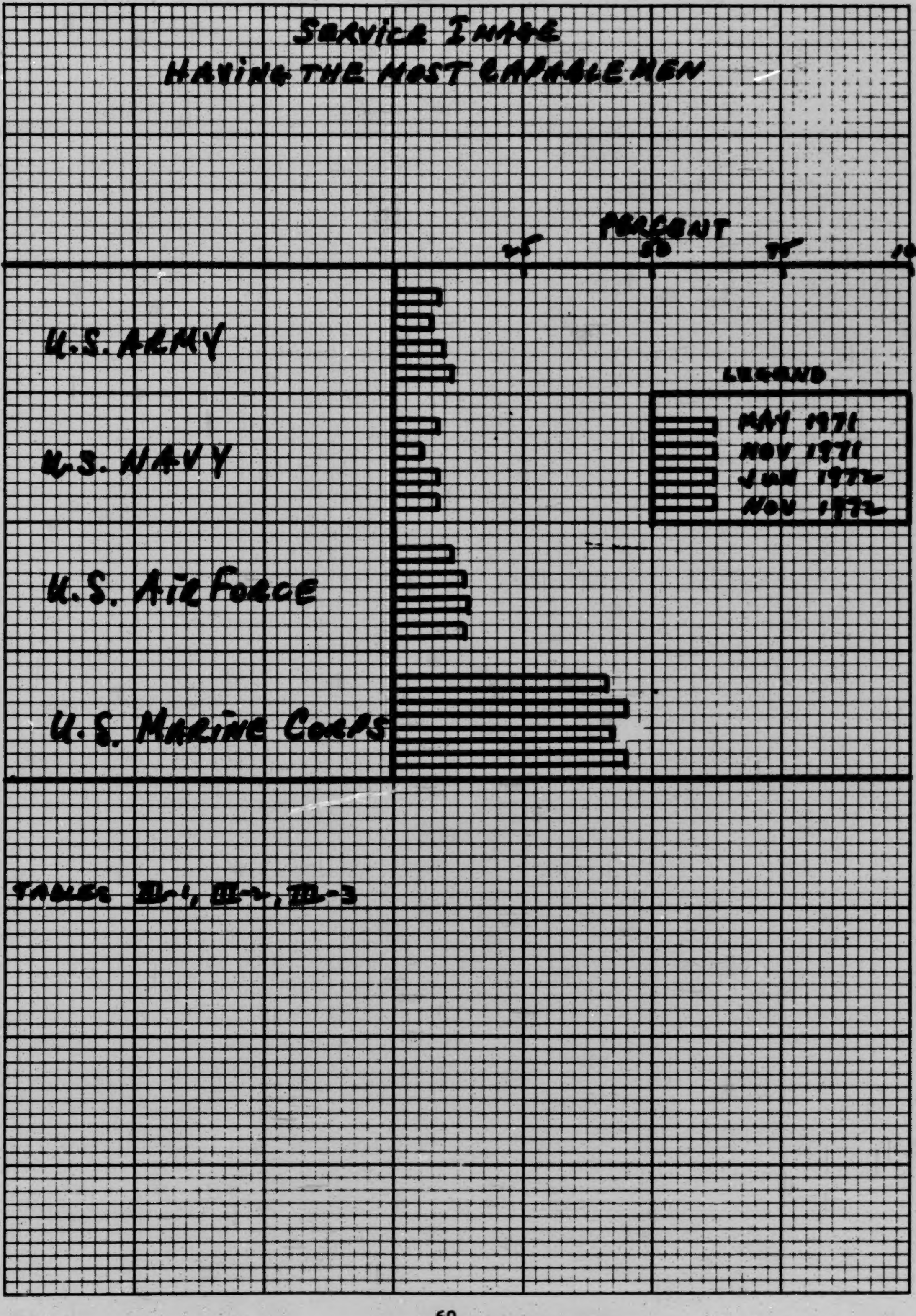


SERVICE IMAGE
BEST CHANCE TO PROVE ONESELF A MAN

TABLES III-1, III-2, III-3

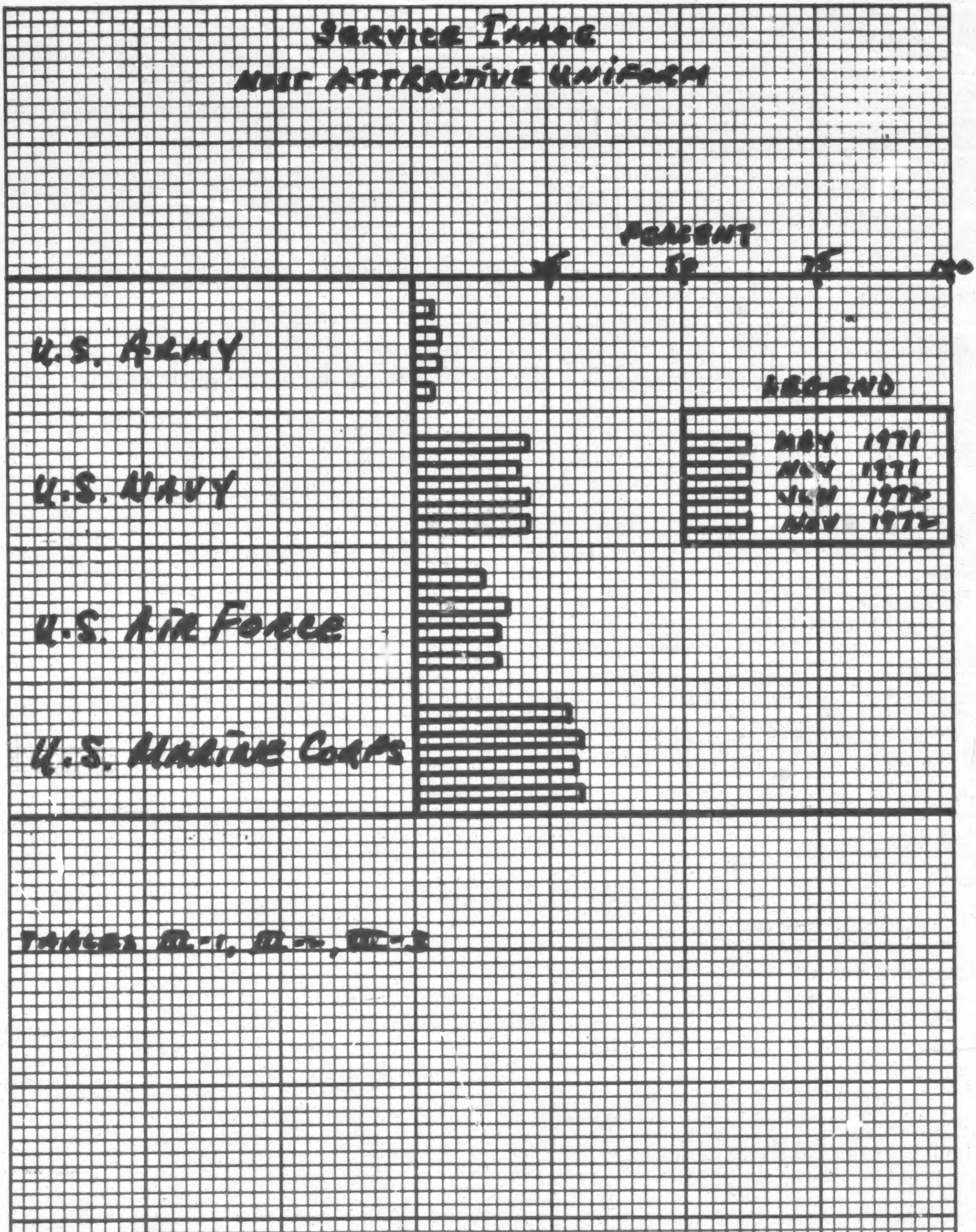
An almost similar view is shown regarding preference for the Marine Corps as the service "having the most capable men" as a factor reflecting Service Image. Figure 29 shows an average preference level of 43% across the four surveys compared with the Air Force preference level averaging 13%. Both Army and Navy follow, with the former favored slightly in all four surveys.

FIGURE 29


SERVICE IMAGE
HAVING THE MOST CAPABLE MEN
PERCENT
25
50
75
100
U.S. ARMY
U.S. NAVY
U.S. AIR FORCE
U.S. MARINE CORPS
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972
TABLES III-1, III-2, III-3

Service Image is also seen in terms of the "most attractive uniform". As shown in Figure 30, the Marine uniform is preferred by most, with the Navy uniform next in preference. The difference ranges between 6 and 10 points for the four surveys. Air Force follows the Navy in preference, short by about a 4 percentage point average for the four surveys.

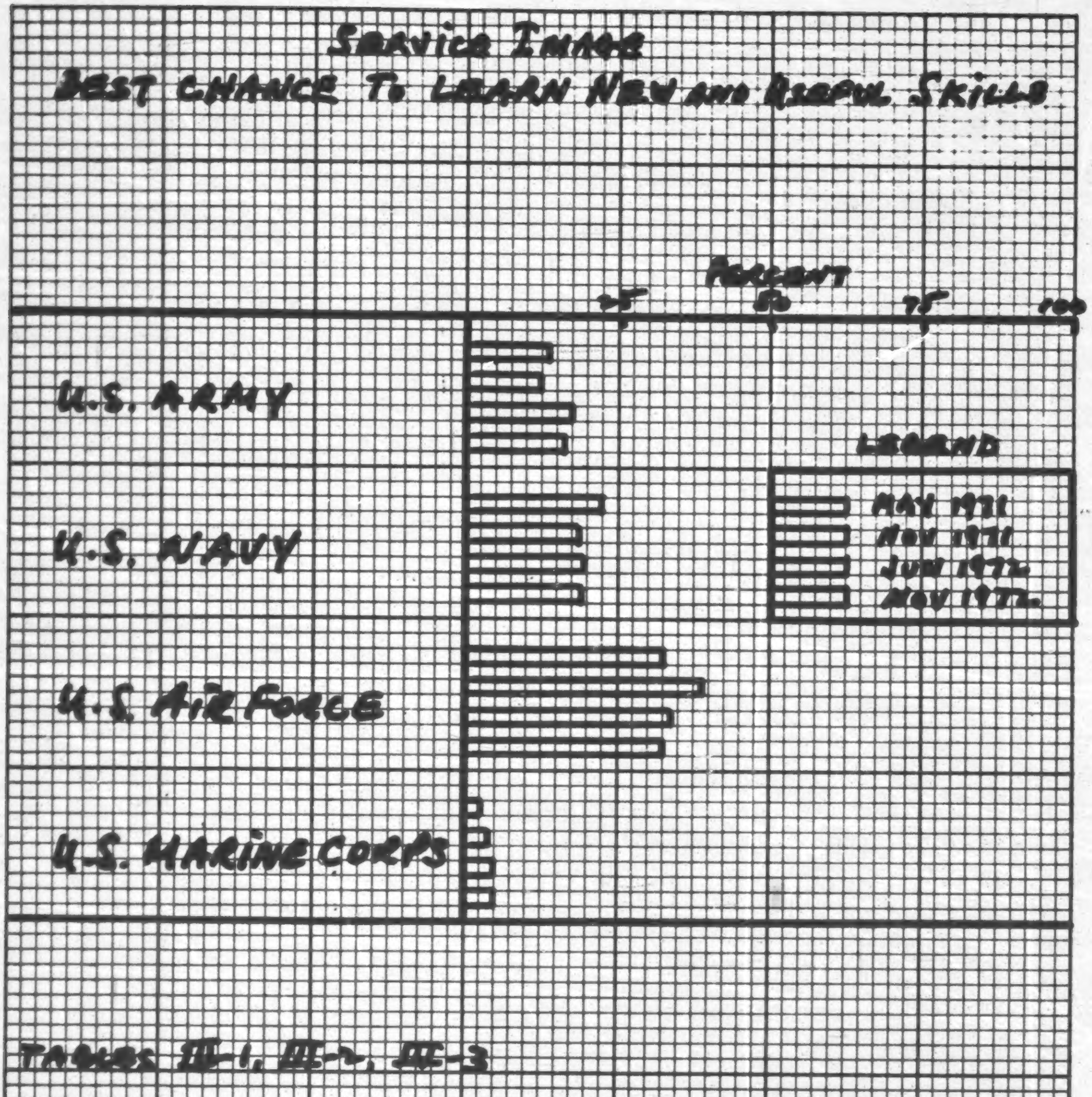
FIGURE 30



TABLES III-1, III-2, III-3

Air Force preference asserts itself on the variable "best chance to learn new and useful skills" as a factor affecting Service Image. Figure 31 shows the Navy as second to the Air Force, stabilizing at around 19%, whereas Air Force figures range in the 32 to 33% area. Army follows Navy, with preference level at around 15 percentage points.

FIGURE 31


SERVICE IMAGE
BEST CHANCE TO LEARN NEW AND USEFUL SKILLS
PERCENT
25
50
75
100
U.S. ARMY
U.S. NAVY
U.S. AIR FORCE
U.S. MARINE CORPS
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972
TABLES III-1, III-2, III-3

SECTION 5

In an All-Volunteer Force, as established by present legislative action, the Armed Forces are divided into the Active Forces and Reserve Forces. Preceding sections have dealt with data reflecting youth attitudes largely in relation to the Active Force. This section concerns itself with the several components that compose the Reserve Forces and the attitudes expressed in relation to these components. Because of the special role of the Reserve Forces, it is also essential to understand what incentives will be of sufficient appeal to attract volunteers. These data are contained in Figures 32 through 38.

Reserve and National Guard preferences in relation to Branch of Service are shown in Figure 32. Although some 25% of the respondents on each survey did not answer to this item, and about half this total showed no preference, there was still a preferential distribution among the various reserve organizations. Air Force and Navy Reserve units are about equally preferred. Army National Guard, Army Reserve and Air National Guard are also equally chosen but at about half the level of the first preferences. Marine Corps Reserve is last in preference.

FIGURE 32

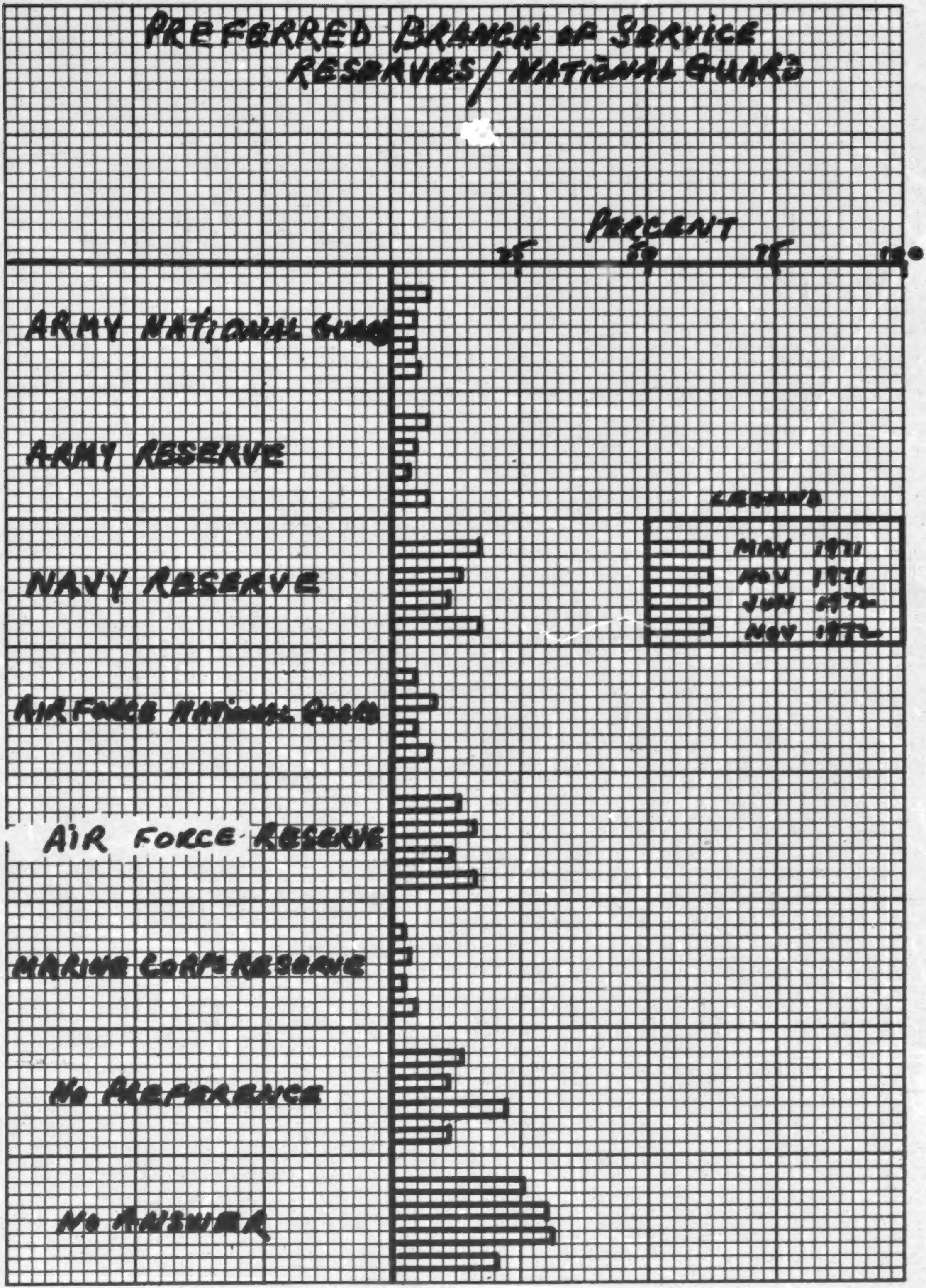
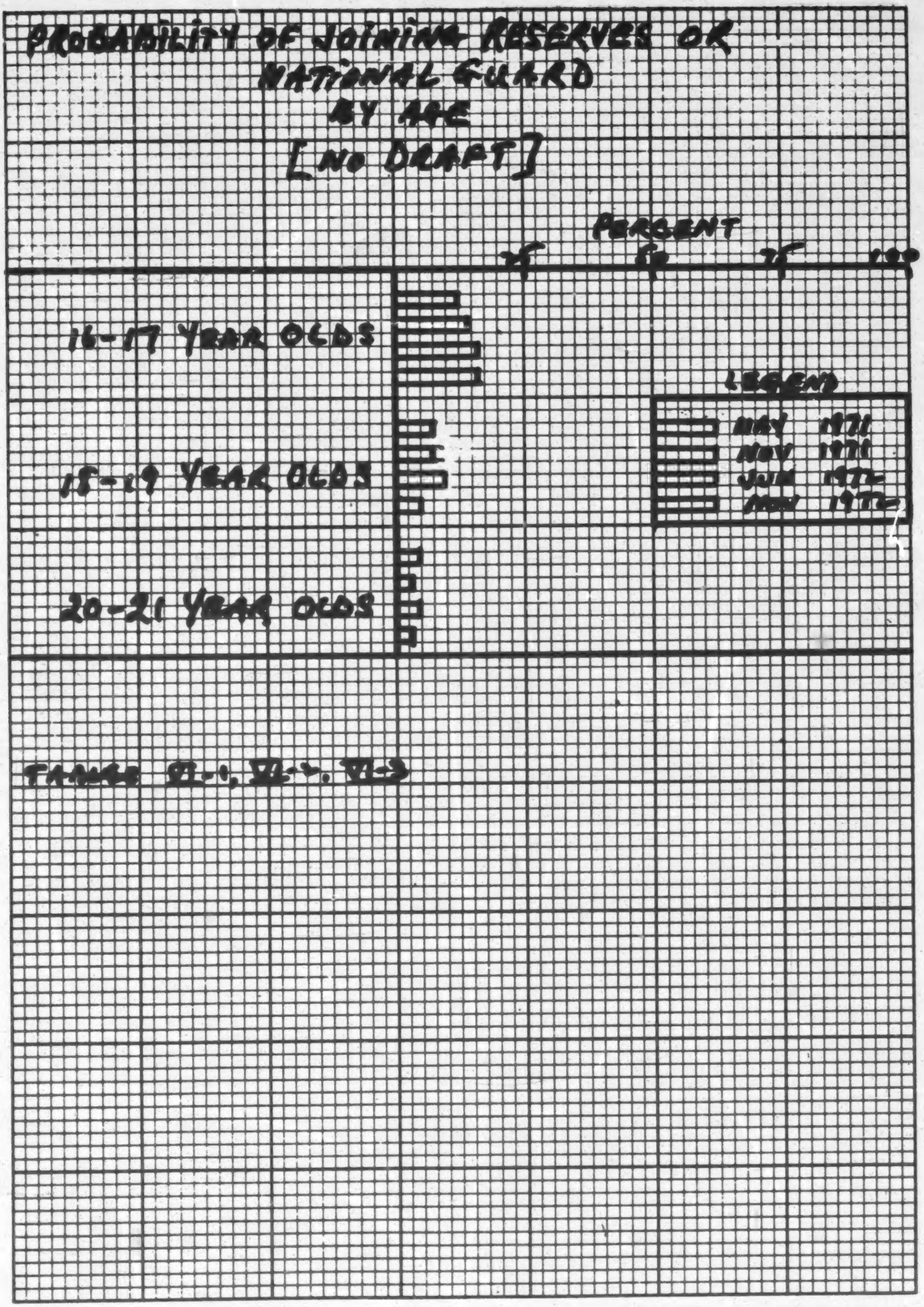

PREFERRED BRANCH OF SERVICE
RESERVES/NATIONAL GUARD
PERCENT
25
50
75
100
ARMY NATIONAL GUARD
ARMY RESERVE
NAVY RESERVE
AIR FORCE NATIONAL GUARD
AIR FORCE RESERVE
MARINE CORPS RESERVE
NO PREFERENCE
NO ANSWER
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972

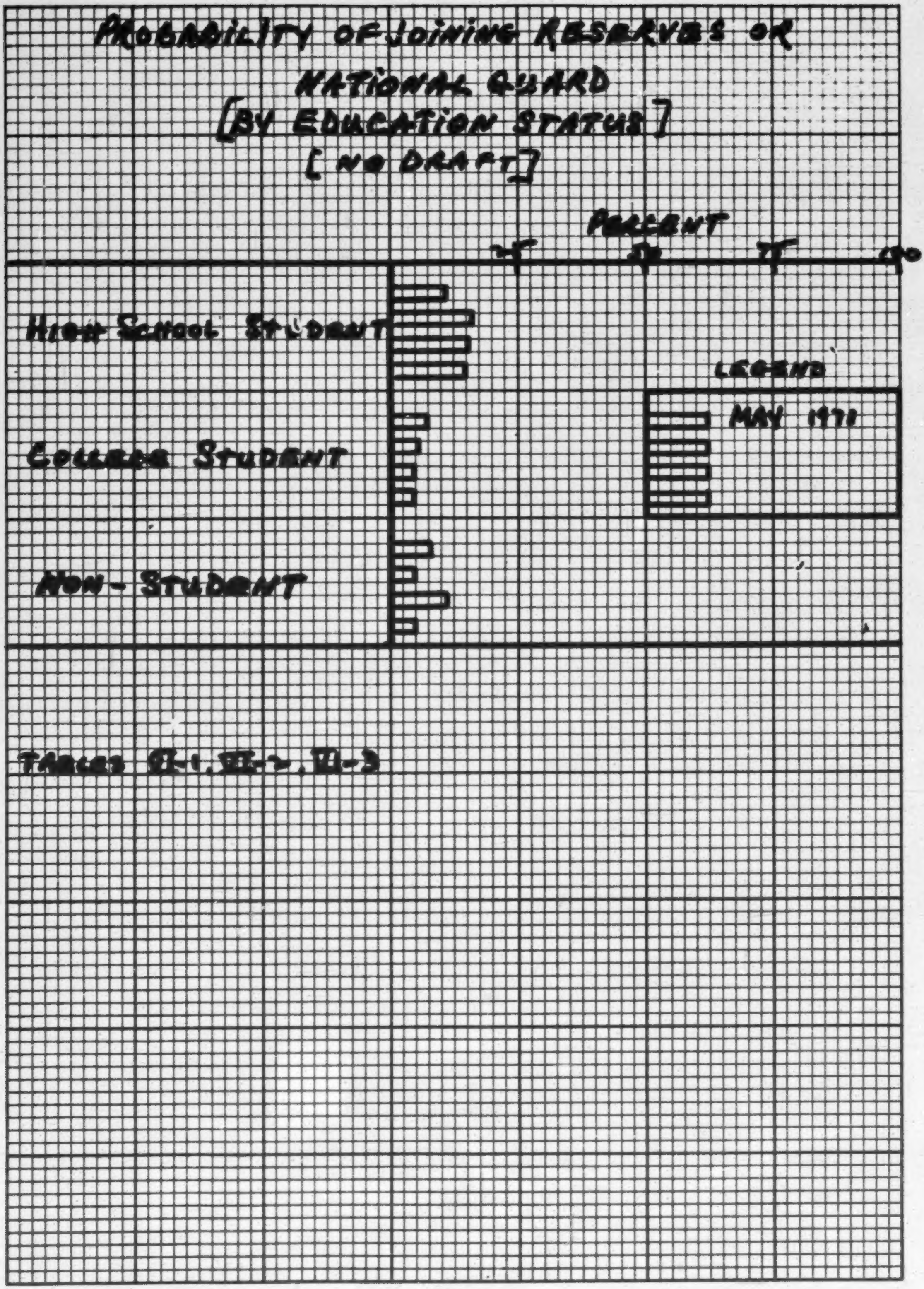
Figure 33 shows the likelihood of joining a reserve or national guard organization by age, under no draft conditions. Responses show low levels of probable enlistment, with only the 16 - 17 year olds indicating some levels of interest, ranging between 12 and 15 percent. This increase occurs in the later surveys. The older youths show a noticeably lesser probability of enlistment, with probability of joining inversely related to age.



PROBABILITY OF JOINING RESERVES OR NATIONAL GUARD BY AGE [NO DRAFT]

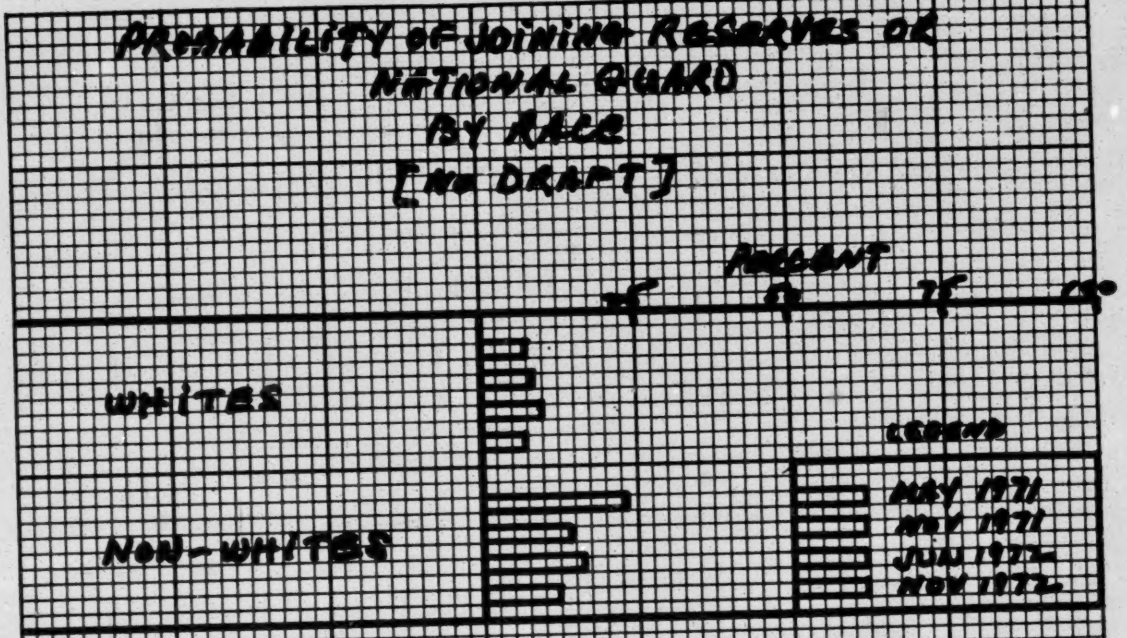
TABLES VI-1, VI-2, VI-3

In tabulating the responses indicating the likelihood of enlistment in a reserve organization by education status, the best and most stable picture is presented by the high school students, at a level of 14 percent, in Figure 34. The non-students show a fluctuating probability, alternating on surveys, whereas college students show a decreasing interest ranging from 8 to 6 percent.


PROBABILITY OF JOINING RESERVES OR NATIONAL GUARD
[BY EDUCATION STATUS]
[NO DRAFT]
PERCENT
25
50
75
100
HIGH SCHOOL STUDENT
COLLEGE STUDENT
NON-STUDENT
LEGEND
MAY 1971
TABLES VI-1, VI-2, VI-3

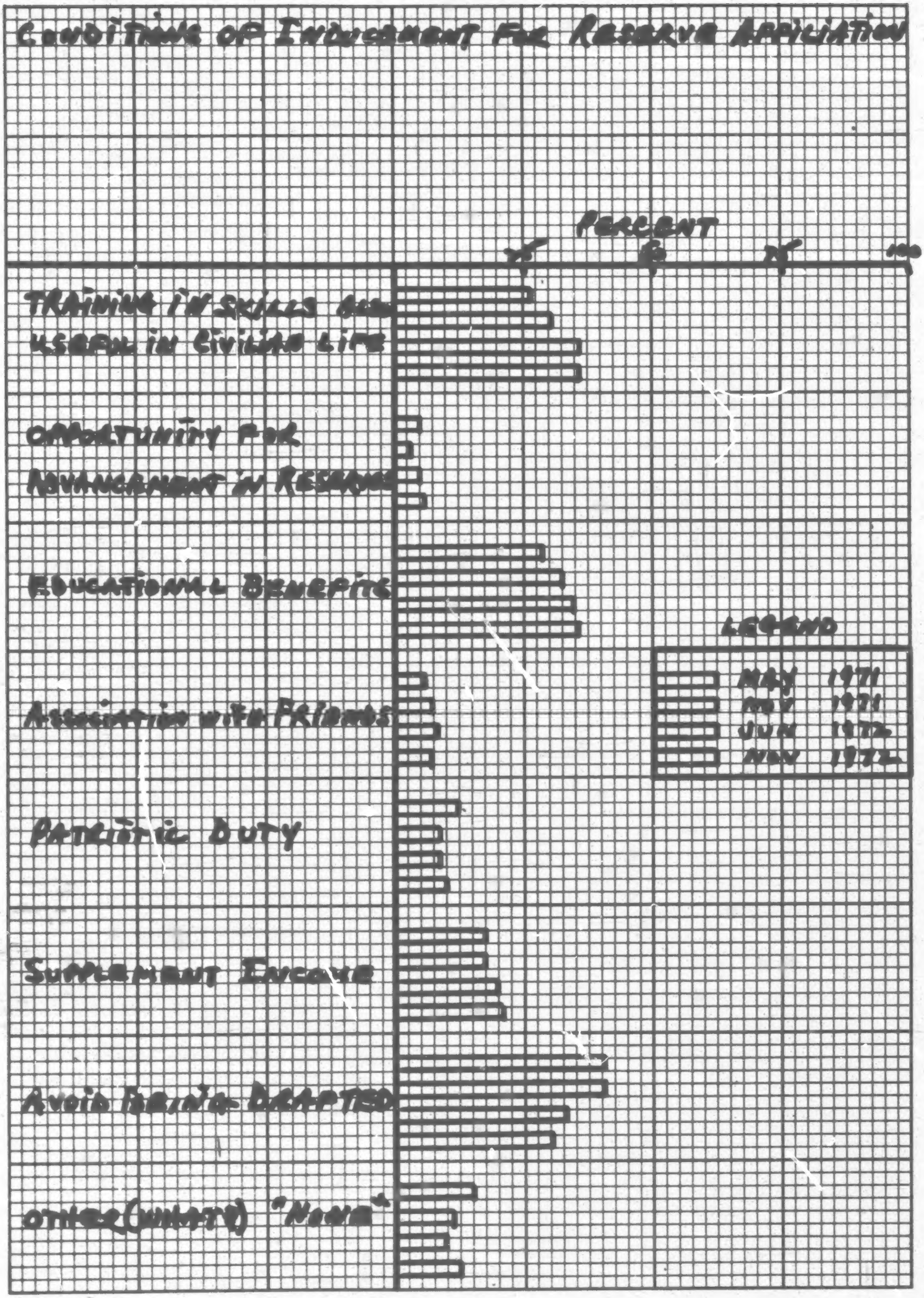
The probability of joining the reserves or national guard by race, under no draft conditions, is shown in Figure 35. Non-whites appear to show a greater likelihood of enlisting, though the interest level decreases over the four surveys. Whites show a probability level at a lower rate than non-whites, stabilizing at the 8 percent level, as compared with non-whites who are at least half again higher in probability level.

FIGURE 35


PROBABILITY OF JOINING RESERVES OR
NATIONAL GUARD
BY RACE
[NO DRAFT]
PERCENT
25
50
75
100
WHITES
NON-WHITES
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972

Respondents were asked to indicate their preference to conditions of inducement for reserve affiliation. Data are shown in Figure 36. The leading inducements, each of which shows an increase from survey to survey, are training in skills which are also useful in civilian life, and educational benefits. With preference at about the same level as the above, but showing a decreasing emphasis across the surveys, was the downward trend to the item avoid being drafted as an inducement to join the reserves. This was doubtless due to the withdrawals of troops from Viet Nam and the de-emphasis of the draft. Lower levels of interest were seen in items such as to supplement income, patriotic duty, association with friends, etc.

FIGURE 36

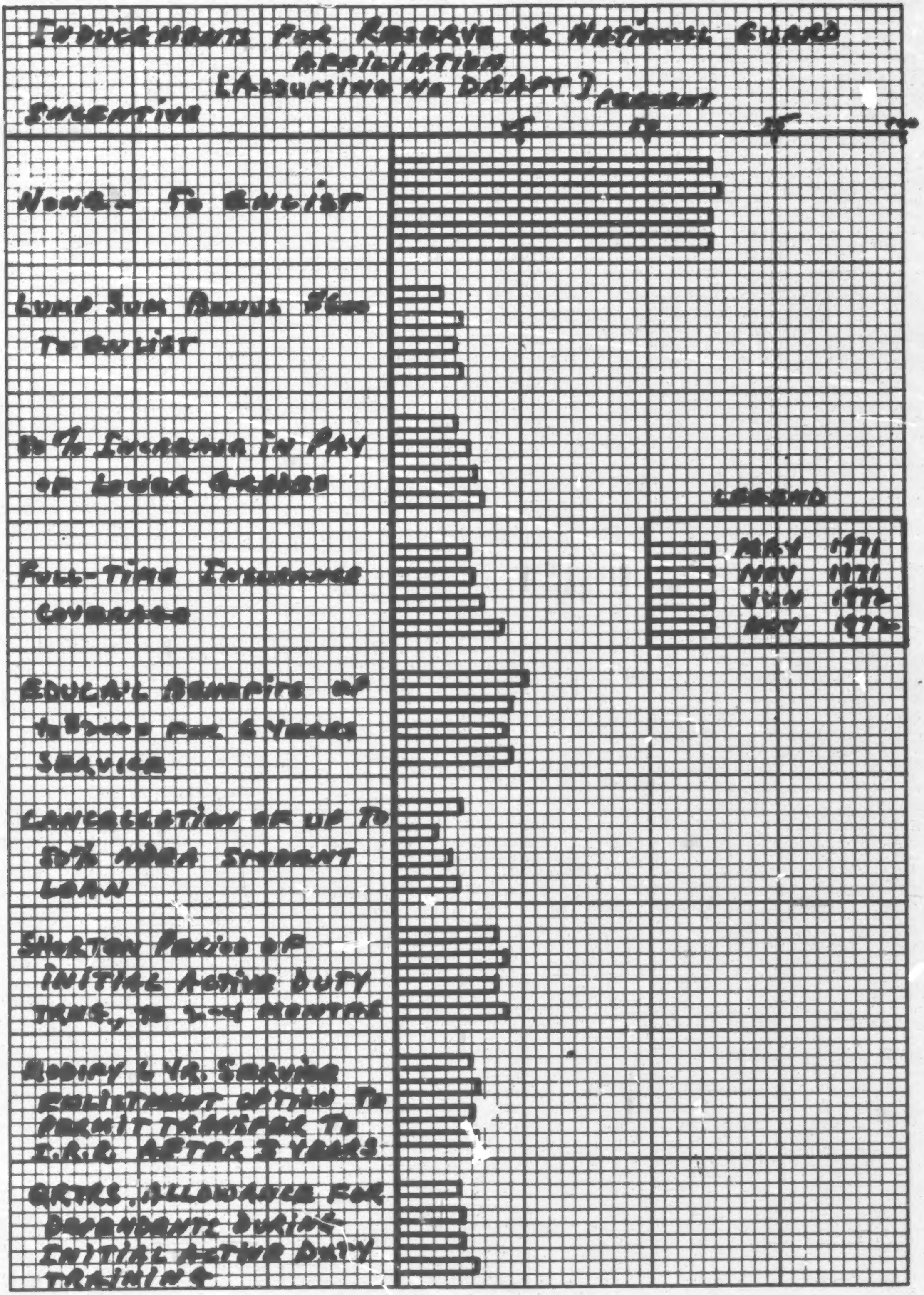


CONDITIONS OF INDUCEMENT FOR RESERVE APPLICATION
PERCENT
25
50
75
100
TRAINING IN SKILLS AND USEFUL IN CIVILIAN LIFE
OPPORTUNITY FOR ADVANCEMENT IN RESERVE
EDUCATIONAL BENEFITS
ASSOCIATION WITH FRIENDS
PATRIOTIC DUTY
SUPPLEMENT INCOME
AVOID BEING DRAFTED
OTHER (WHAT?) "NONE"
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972

A series of inducements was constructed and used to ascertain whether they might possibly be influential in attracting men to enlist in the Reserves or National Guard. Figure 37 shows the distribution of responses. The foremost response is negative, with a steady average of just over 62% rejecting enlistment in terms of any of the inducements offered. Among the more attractive inducements were "educational benefits up to $2000 for six years service", a shorter period of initial active duty training, and "full-time insurance coverage".

It is evident that several of these inducements do attract a particular, though relatively small, population who would enlist in the Reserves or National Guard if the right incentives were offered. The pattern of responses, survey by survey, was remarkably stable, item by item. Several items showed small but increasing trends, whereas most items reflected consistency in response patterns.

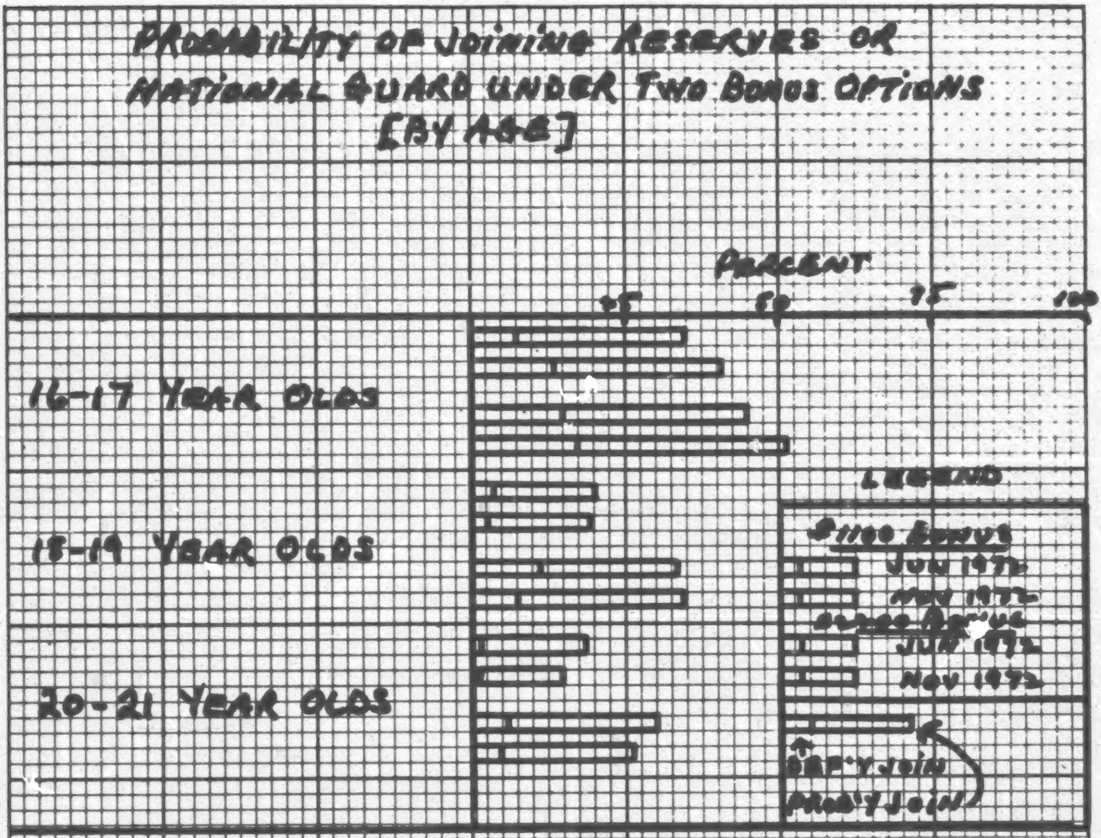
FIGURE 37


INDUCEMENTS FOR RESERVE OR NATIONAL GUARD AFFILIATION
(ASSUMING NO DRAFT)
INCENTIVE
PERCENT
25
50
75
100
NONE — TO ENLIST
LUMP SUM BONUS $500 TO ENLIST
10% INCREASE IN PAY OF LOWER GRADES
FULL-TIME INSURANCE COVERAGE
EDUC'L BENEFITS OF $1,000 FOR 6 YEARS SERVICE
CANCELLATION OF UP TO 50% NDEA STUDENT LOAN
SHORTEN PERIOD OF INITIAL ACTIVE DUTY TRNG. TO 2-4 MONTHS
MODIFY 6 YR. SERVICE ENLISTMENT OPTION TO PERMIT TRANSFER TO I.R.R. AFTER 3 YEARS
QRTRS. ALLOWANCE FOR DEPENDENTS DURING INITIAL ACTIVE DUTY TRAINING
LEGEND
MAY 1971
NOV 1971
JUN 1972
NOV 1972

Two specially constructed bonus option items were designed to ascertain what effect they might have as potential inducements for joining the Reserves or National Guard. Figure 38 indicates response data for each bonus option, showing separately the percentages of those who would definitely join and probably join, and combining these variables into a single complex variable consisting of those with the probability of joining. The data are also distributed by age groups. It should also be noted that these items were included in the June 1972 and November 1972 surveys only.

All three age groups favor the larger bonus option. For all options, there is an inverse relationship with age: 16 - 17 year olds are far more in favor of the bonus option concept, whereas 18 - 19 year olds show less favor, and 20 - 21 year olds less than the 18 - 19 year olds but only by a small amount. The youngest group also shows an increasing positive attitude for the later survey, which is in contrast with that demonstrated by the 20 - 21 year olds.

FIGURE 38



PROBABILITY OF JOINING RESERVES OR NATIONAL GUARD UNDER TWO BONUS OPTIONS [BY AGE]

TABLE VI-15

UNCLASSIFIED
SECURITY CLASSIFICATION OF THIS PAGE (*When Data Entered*)

REPORT DOCUMENTATION PAGE

READ INSTRUCTIONS
BEFORE COMPLETING FORM

1. REPORT NUMBER OASD/M&RA MR 73-4 AFHRL TR 73-66	2. GOVT ACCESSION NO.	3. RECIPIENT'S CATALOG NUMBER

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Selected Data from Four Surveys, May 1971 to November 1972

5. TYPE OF REPORT & PERIOD COVERED
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10. PROGRAM ELEMENT, PROJECT, TASK AREA & WORK UNIT NUMBERS
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Enlistment
Incentives
Bonus
Education
Service Preference
Recruiting
Volunteer Force

20. ABSTRACT (*Continue on reverse side if necessary and identify by block number*)

Selected data tabulations were extracted from a HumRRO Consulting Report summarizing the results of three national surveys of attitudes of youth toward military service. Data from the fourth survey were added to complete the two year series of surveys so far available. The period covered included the two years of 1971-1972, with field surveys accomplished by Gilbert Youth Surveys Inc., and data analysis by HumRRO. The present report selected data from various tabulations, converted these data into graphic form, with certain few exceptions, and presented the data in a format believed useful to manpower management.

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Unclassified
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